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SUMMARY AND ANALYSIS

of

CLEAN PLATE CLUB CAMPAIGN, CHARLOTTE, NORTH CAROLINA

during

July 15 - August 15
1943

Prepared
by

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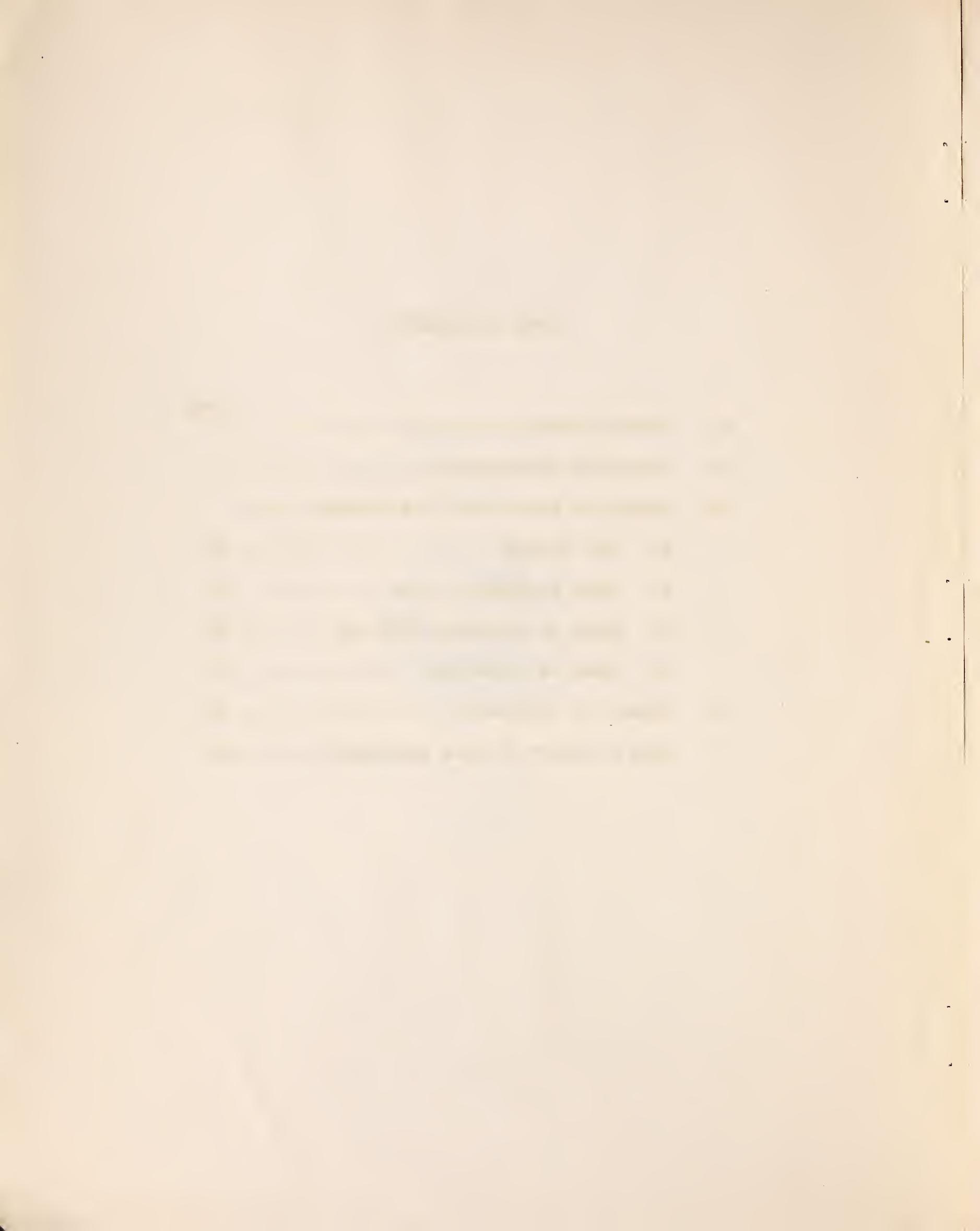
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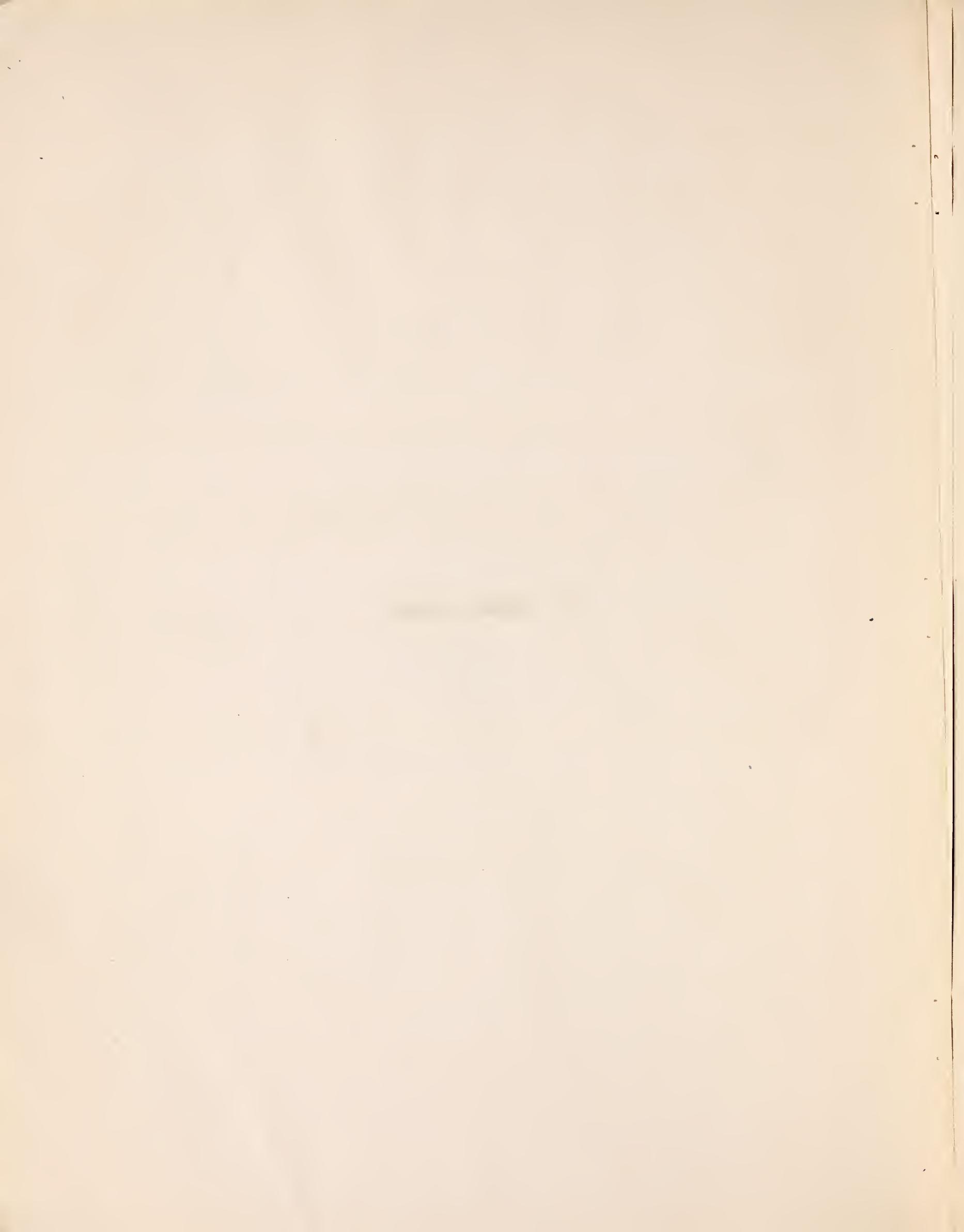
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I. GENERAL SUMMARY

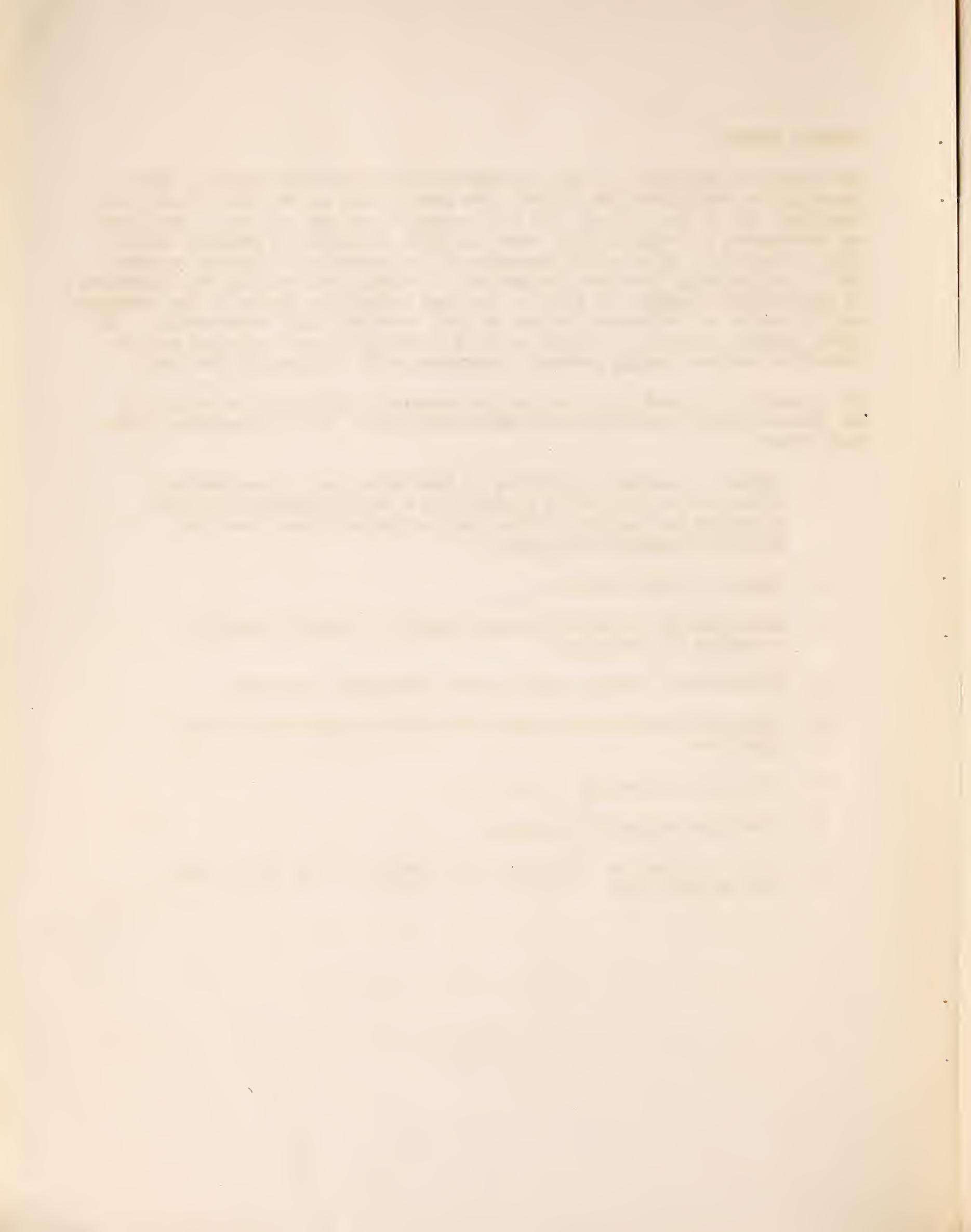


GENERAL SUMMARY

The people of Charlotte, as well as those of the State and Regional Food Distribution Administration offices, who have worked on the Clean Plate Club Campaign, are of the opinion that this campaign, as carried out in Charlotte, was successful in reducing food waste and that it should be promoted nationally. Completely satisfactory measures of the amount of reduction in waste due to the campaign have been impossible to obtain, due not only to inadequacy of statistical records, but also to the many intangible phases of the campaign and the number of influences affecting food waste and food conservation. The above opinion, however, is based on all records which were obtained and information obtained during personal interviews with citizens of Charlotte.

The procedure followed in promoting the campaign is given in the report of Mr. Hillman Moody, North Carolina State Supervisor. The accompanying scrapbook gives :

1. Copies of newspaper publicity in Charlotte, and in surrounding towns, one article which appeared in a state magazine, and one in regard to the Clean Plate Club in Missouri taken from the National Restaurant Magazine.
2. Copies of radio scripts.
3. Miscellaneous publicity showing samples of material used in promoting the campaign.
4. Organization, showing officers and committees appointed.
5. Committee reports which give statistics on activities of the committees.
6. Statistics on garbage collections.
7. Forms used during the campaign.
8. Copies of notes on interviews with leaders of the Clean Plate Club in Charlotte.



I. GENERAL OBSERVATIONS

- A. Excellent cooperation was received from people in Charlotte, particularly from members of all civic clubs. Every person who worked on the campaign reported a completely favorable opinion of the campaign.
- B. Men in Charlotte were extremely interested in the campaign. This would not have been true had it been strictly a nutritional campaign. Every person can have a part in "cleaning his plate" and, therefore, can feel that he has a part in promoting the campaign.
- C. Most of the activity involved in promoting the campaign was carried on by the middle and upper classes of people in Charlotte. It is doubtful, therefore, that the lower income groups were influenced as greatly as those of higher income levels. This criticism will not necessarily be a point to consider when the national campaign is promoted since, when schools are in session, every class of people can be reached through school children. The only personal contact that was made with the low income groups in Charlotte was through the boy scouts and girl scouts who canvassed the city, or a great part thereof, in an effort to distribute pledge cards and have them signed. It is doubtful that the very lowest income groups or any negro sections were reached even by this method. Reports from the city incinerator indicate, however, that the people of the lowest income levels waste negligible amounts of edible food. As one housewife commented, "A slim budget is a more effective check on food waste than any anti-waste propaganda campaign."
- D. The only group that it is estimated wastes a great deal of food and which was not brought into the campaign effectively was that composed of industrial people. Many of these are making more money than before the war, spending lavishly and wasting much.
- E. The broad phases of the campaign needed more effective promotional methods. The Clean Plate idea was more widely emphasized than the larger nutritional and food conservation practices.
- F. Although local cooperation was excellent, the promotion of the campaign was dependent upon government personnel.
- G. A more successful campaign could have been promoted if more definite plans had been made before the beginning of the campaign and more material had been available.

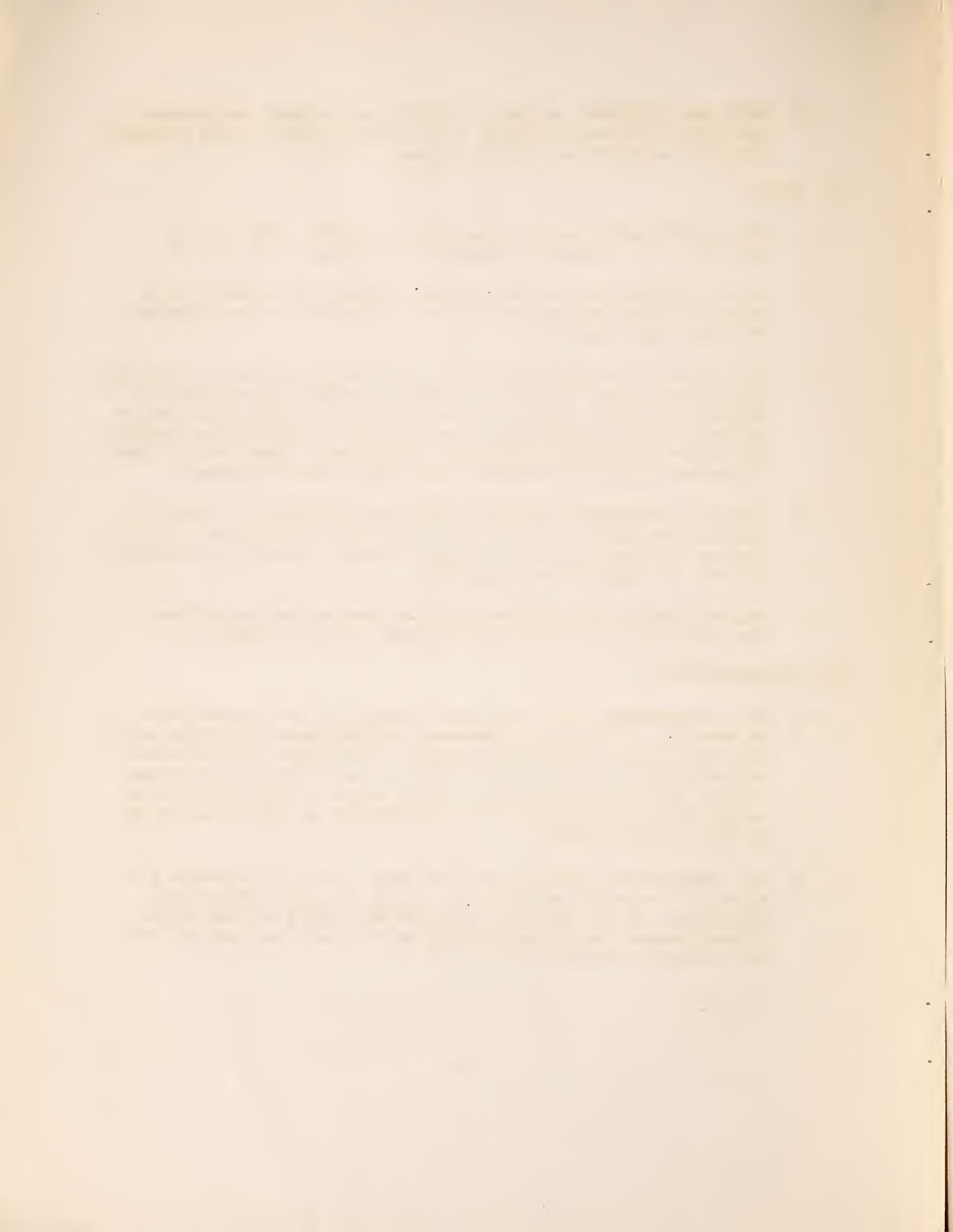
H. There were evidences of lack of ideas, particularly in newspaper publicity. No person working on the campaign felt it his responsibility to originate or develop ideas.

II. RESULTS

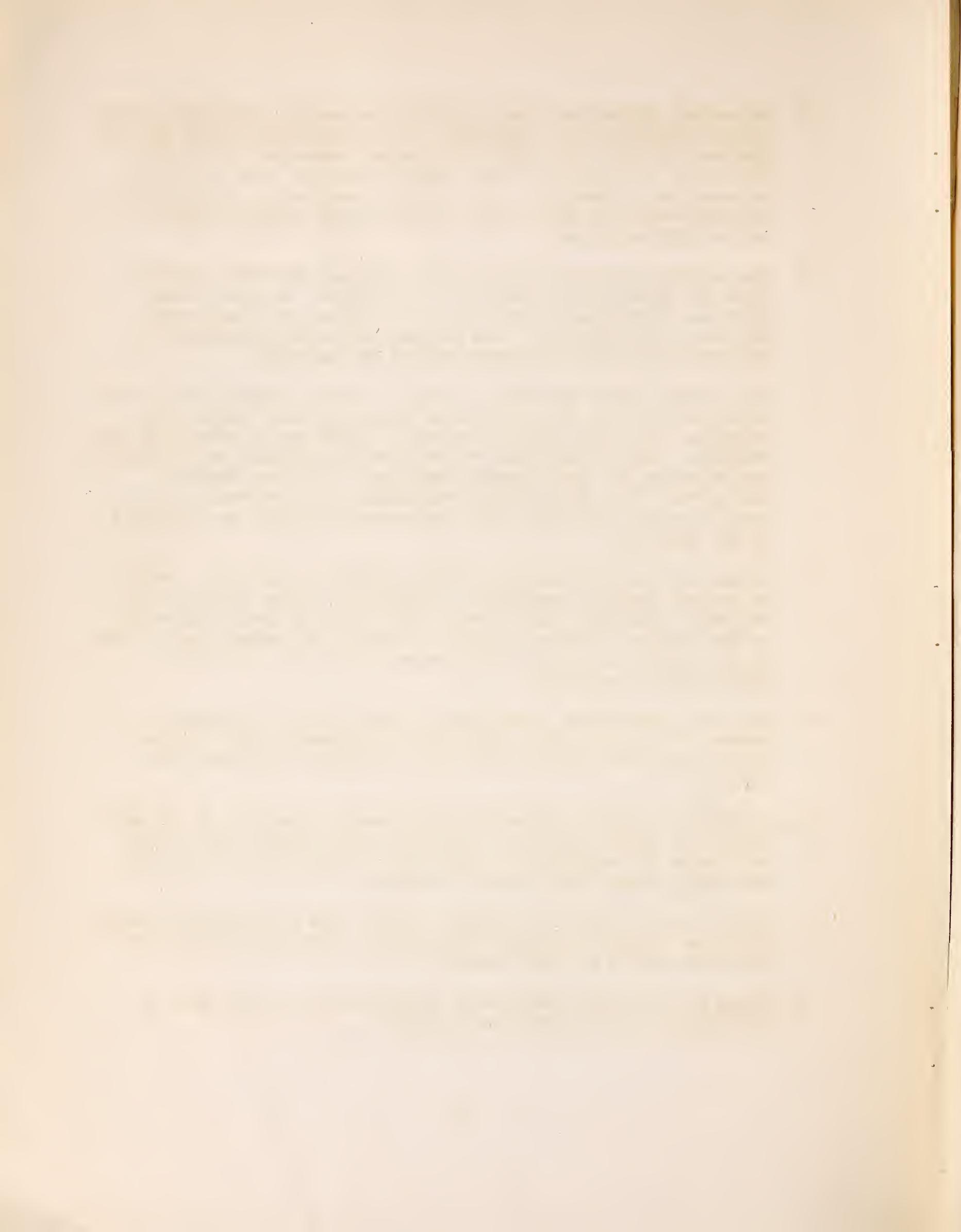
- A. Over 24,000 people or approximately one-fourth of the people in Charlotte were pledged as members of the "Clean Plate Club."
- B. It is estimated that at least 60,000 people in Charlotte, or 60 percent of the total population, were influenced by the campaign to reduce food waste.
- C. Food waste per person in Charlotte is definitely below the published figures on average food waste. Garbage records and reports from individual families indicate that less than one ounce of waste per person per day is going to the incinerator. This does not include all waste from grocery stores and restaurants. There was at least 15 percent reduction in edible food going into the garbage.
- D. Thacker's Restaurant reported a 20 percent reduction in waste of food left on plates. Waste in the majority of restaurants serving up-town business people was reduced. Average percentage reduction, however, is estimated at 5 percent.
- E. Grocery stores had approximately four percent less waste than they would have had if the campaign had not been promoted.

III RECOMMENDATIONS

- A. It is recommended that a national campaign on food conservation be promoted. It will be important, however, that the public recognize the need for increased savings of food before the initiation of the program. The waste of snapbeans and Irish potatoes which occurred in North Carolina during the summer of 1943, considered partly FDA responsibility, was not conducive to the promotion of an anti-waste campaign.
- B. The conservation program should be broad enough to influence all types of food waste and each type should be given appropriate publicity. In the Charlotte campaign the saving of food values through proper cooking methods and other nutritional methods did not receive its share of publicity.



- C. Regardless of how broad the program may become, the Clean Plate idea should be included and emphasized. It is only through this type of approach that all individuals will become interested in food conservation. In Charlotte "clean plates" became a topic of general conversation at banquets, civic club meetings, etc. A nutritional approach would not have brought forth as much general interest, particularly among men.
- D. The campaign should not start until plans and materials are complete for promoting all phases of the program. National radio and press facilities should be obtained and careful plans made for their participation. Food programs should be influenced to release appropriate information during the campaign.
- E. The program should open with a "bang." One day should be set aside during which every type of national publicity could feature the campaign. They then should continue to emphasize it throughout the campaign. Local communities should plan some original and interesting beginning for their special campaign. A Victory luncheon during which "war manners" are followed by the prominent people of town and widely publicized with appropriate pictures was suggested by Mr. Sherrill.
- F. Actual and concrete examples of waste should be featured. Samples of garbage should be exhibited. Pictures of plates left in restaurants - some with lots of waste and some with none, with appropriate comments could be featured. Examples of unusual waste, such as the bushels of tomatoes which were sent to the incinerator, should receive publicity.
- G. The local communities should have the help of some government leader. If it is a local government organization, that organization will need effective national or regional assistance and supplies.
- H. A definite outline of procedure and concrete ideas for use of newspapers and radios should be furnished each community undertaking to promote the campaign in a local way. Newspapers particularly need ideas rather than "canned" material.
- I. Public schools should be brought actively into the program in order to assure complete coverage of population. Children are the best publicity agents for any campaign.
- J. Forms for individual families to record or chart waste would be advantageous for promotion of campaign.



- K. The garbage pail sticker used in Charlotte was considered an effective influence. It was suggested that a similar sticker should be furnished for ice boxes or for some place in the kitchen so that the edible food would not get to garbage pail.
- L. Effective means for reducing waste in army camps should be developed and promoted at the same time general campaign is under way.
- M. Emphasis should be placed on reducing waste in wholesale houses, grocery stores, and restaurants.
- N. Care should be taken to influence industrial people. A series of circulars with cartoons, humor, down-to-earth statements, and information on nutrition and food conservation should be prepared and distributed. They must be clever.
- O. Some humor connected with the campaign and its publicity would increase interest and make food conservation "painless." Mr. Sherrill thinks the clean plate idea should be as plebeian as possible. He suggested a "Lick yo' Platter Clean" slogan.
- P. Either increase or decrease checks on effectiveness of campaign. There should be enough time and personnel assigned to the job of getting records, to personally supervise the record keeping and to obtain sufficient records for a safe sample or else such records should not be sought. Nothing seems much more useless than a too small number of too inaccurate reports.

More useful checks could be obtained by more concrete measurements. For example, definite and accurate figures on the number of clean plates in restaurants on specified days at specified meals could be obtained and could indicate the progress of the clean plate phase of the program.

Any attempted statistical measurement of waste effected by many varying and uncontrollable conditions is sure to end in a "guesstimation." Likewise, intangible results, such as the measurement of food saved by conserving food values is often not a problem of statistics, but rather a matter of opinion, since actual scientific tests could not be run.

The following suggestions were submitted by Mr. Hillman Moody, North Carolina State Supervisor, and Miss Gladys Strawn, of State FDA Staff, Raleigh:

Organization: From our experience in Charlotte, we feel confident that there is merit in having sponsorship by civic leaders representing various organizations. Not only does this spread interest but it acts

as a publicity agent for your program. When any one organization accepts sole sponsorship, other individuals and organizations lose interest.

Election of Officers: Fortunately we had our officers lined up before going into the organizational meeting. This made for a smooth-running program. It was evident, though, had we not done a little pre-planning, we could have been in the meeting a much longer time with a great deal of controversial discussion.

Local Initiative: Some of the very good ideas of the campaign originated locally. For example, Mr. Lee Kirby of radio station WBT originated the idea of using garbage pail stickers.

One important factor is to refrain from killing local interest and initiative.

Materials: No posters until the campaign was over; these were used, however, as a follow-up of the program.

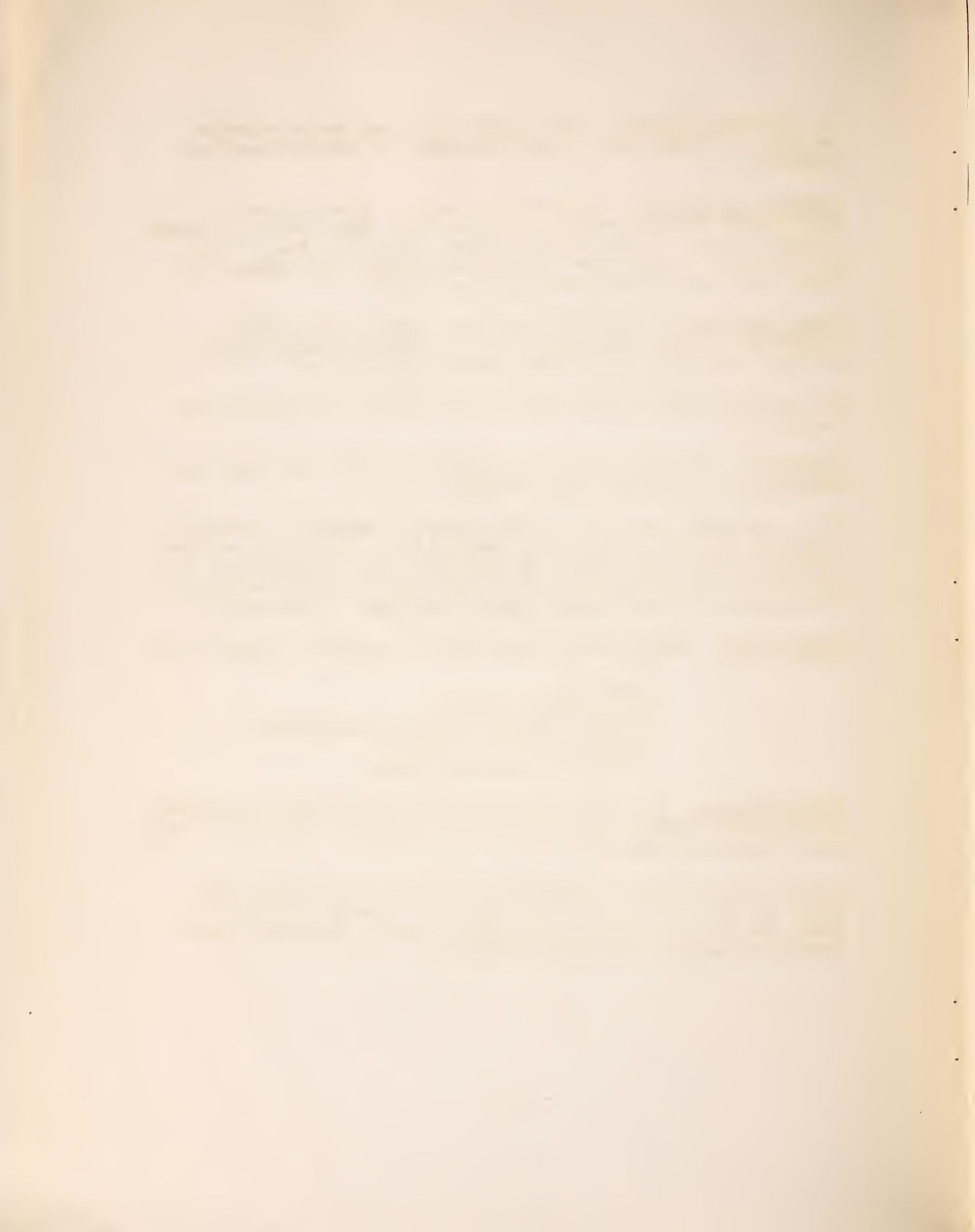
For a successful program, a certain amount of material is necessary, enough to create a desire to do something about it. We learned from experience that radio scripts in particular had to be prepared. Lay people will not get in front of the microphone without a script and the majority of people do not know how to prepare a good script.

Pledge Cards: Distribution mediums used in Charlotte's program were:

- Civic clubs
- House-to-house canvass
- Cashiers' desks in eating establishments
- Pledges printed in newspaper
- Canvass of business district

Generalization: The least effective of all the distribution mediums tried was the pledge card printed in the newspaper. Only two of these were clipped and returned.

So far as we were able to determine, very few of the pledge cards given out over the counters were returned. From our experience, we found that best results were obtained by getting signatures immediately and leaving card with distributor.



II. SUMMARY OF QUESTIONNAIRE



QUESTIONNAIRE ON EFFECTIVENESS OF CLEAN PLATE CLUB

The local Charlotte people under the leadership of the "Reports Committee" promoted and financed the sending out of a questionnaire to 1,350 families, representing every section of the city, to obtain information on the extent and source of influence of the Clean Plate Campaign. To date, there have been returned 175, or 13 percent of the questionnaires.

Seventy-five percent of the families reporting knew there had been a campaign promoted to save food in Charlotte. Sixty-two percent gave the name or stated the answer in such a way that it was clear that they were familiar with the Clean Plate Club Campaign. Nine percent knew there had been a campaign but did not give a name. Campaigns or organizations other than the Clean Plate Club were referred to by four percent of the people. Other names mentioned were: Civilian Defense Nutrition Course, Red Cross courses, Morris Field Campaign, Nutrition Clubs, Victory Gardens, and Glenwood Community Club. (Charts 1 and 2).

If the 62 percent of the sample is representative of the coverage of the population by the Clean Plate Campaign, its extent is better than expected. No doubt there is a certain amount of bias, however, in this estimate in that a large portion of the people unfamiliar with the campaign would likely be a group who would not submit a questionnaire.

The Clean Plate Campaign influenced 67 percent of the people whom it reached to save food. Slightly less than half of all the families reporting were influenced to save food during the six weeks covered by the questionnaire. (See Chart 3).

Eighty-seven percent of all families and 88 percent of the families familiar with the campaign reported that after the campaign their families did not leave good food on their plates after eating. One-tenth of the families familiar with the campaign reported that good food was left on plates by members of their family. It is not practicable to suppose that the campaign could be 100 percent effective. There are many small children whom it is impossible to influence to leave "clean plates" at every meal. (Chart 4).

Only three percent of families unfamiliar with the campaign reported food left on plates. This may be explained by the following:

1. The group unfamiliar with the campaign probably is of a low-income level. Families that have money to spend on newspapers, radios, movie tickets, etc., and who have leisure time and inclination to use these media of information would be familiar with the campaign, since it had been publicized extensively.

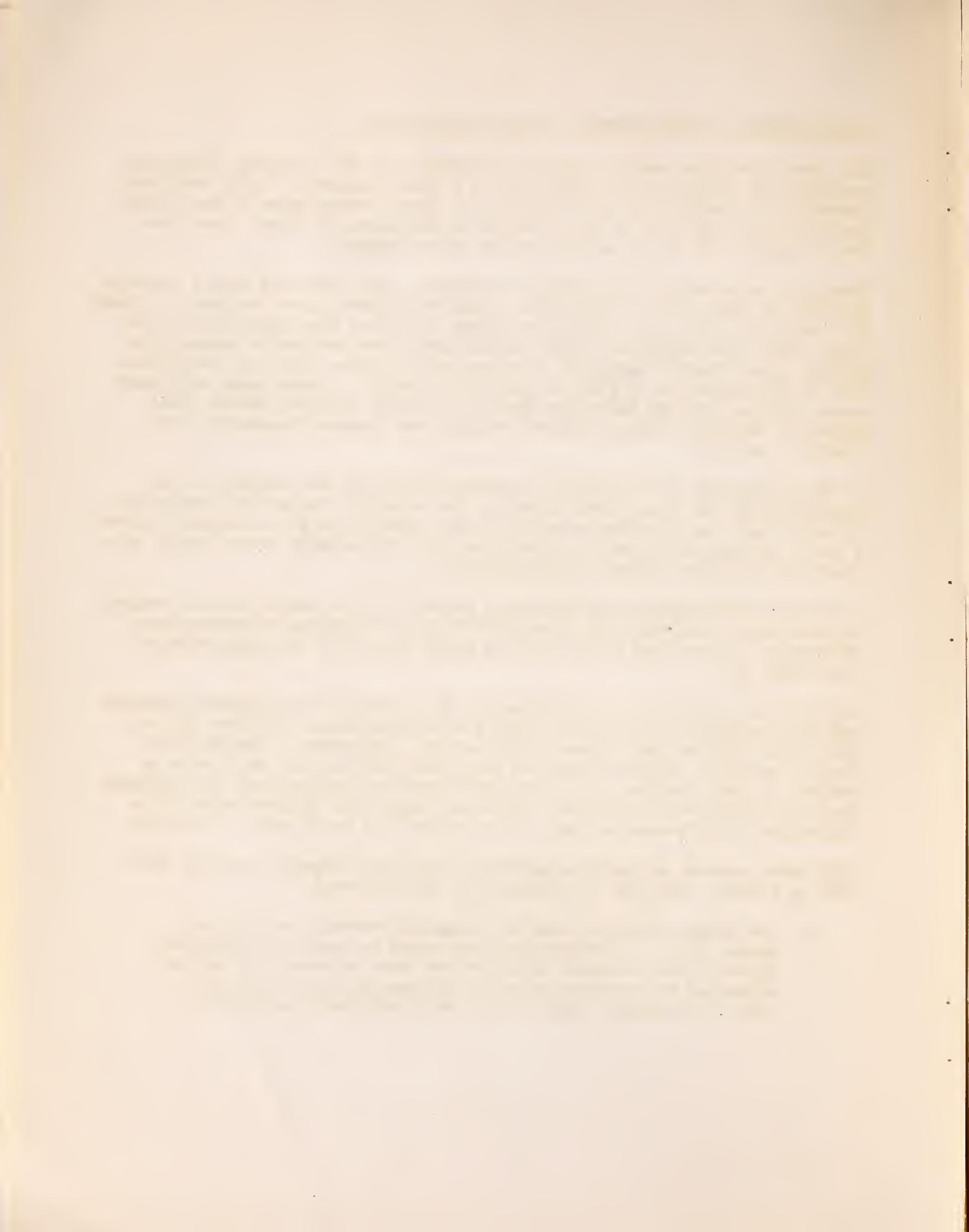
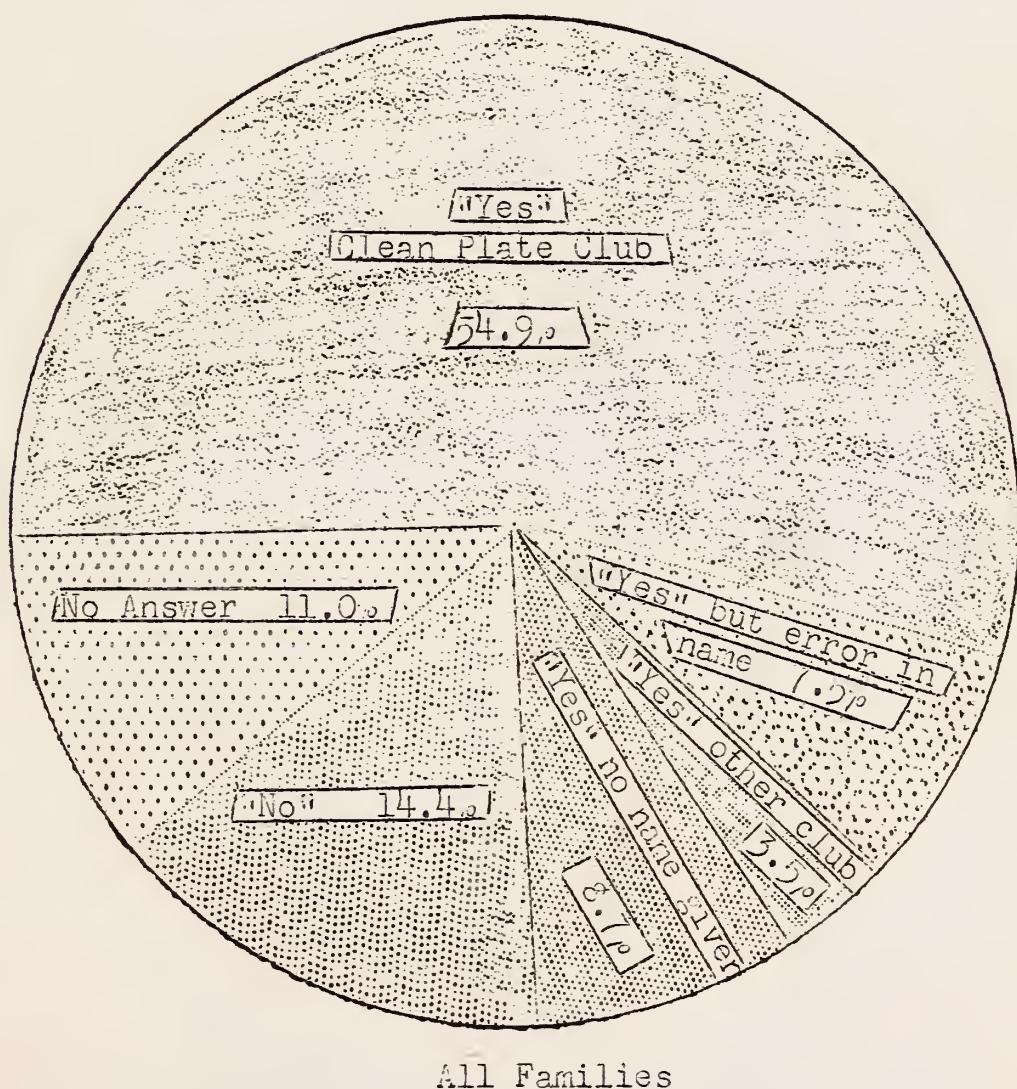


CHART 1

INFLUENCE OF CLEAN PLATE CAMPAIGN

Question: Have you heard about any particular campaign or club promoted to save food in Charlotte? If so, give name of campaign or club.



Of the families reporting 62.4% were familiar with the "Clean Plate Club."

See following chart:



CHART 2

INFLUENCE OF CLEAN PLATE CAMPAIGN

Question: Have you heard about any particular campaign or club promoted to save food in Charlotte? If so, give name of campaign or club.

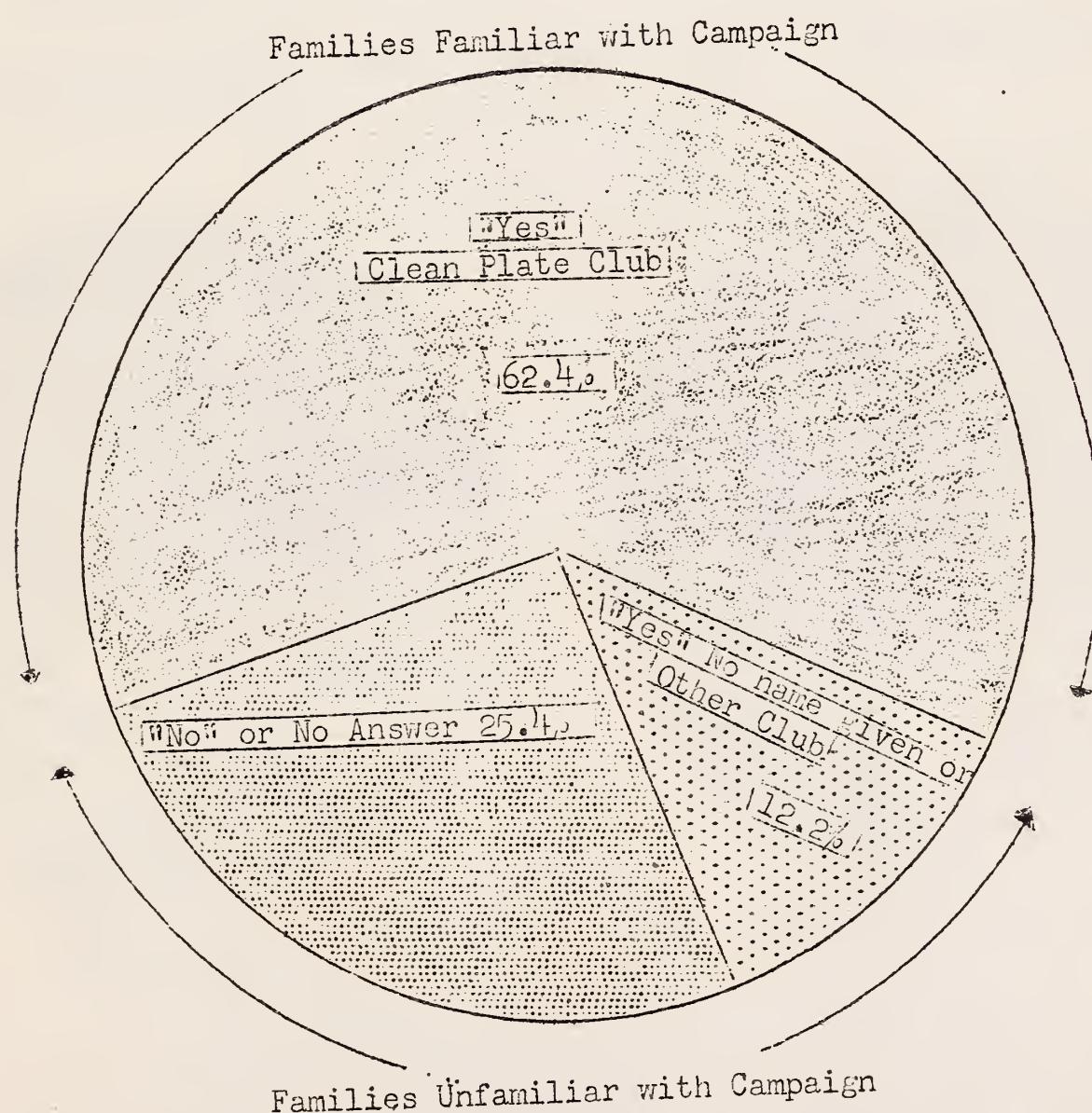
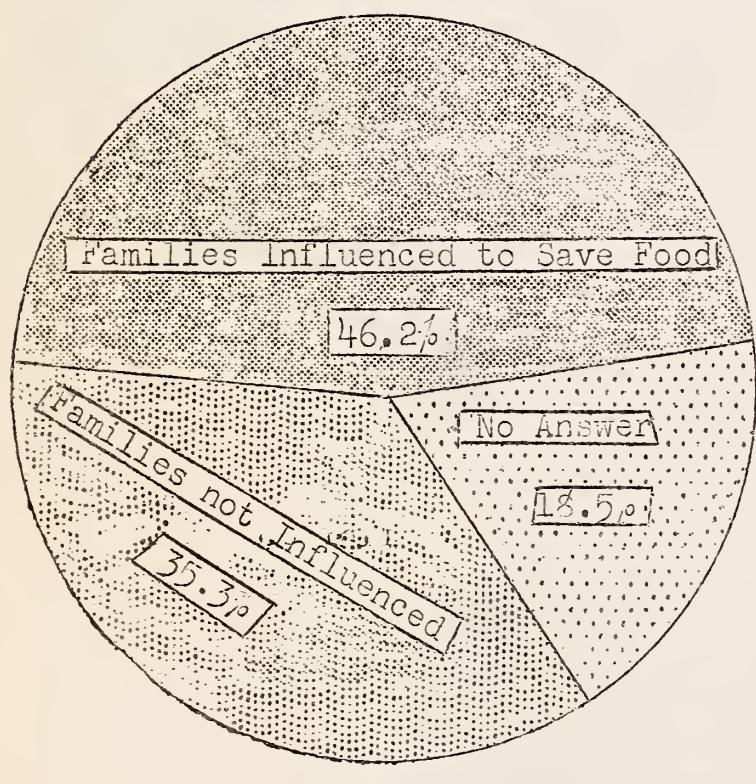


CHART 3

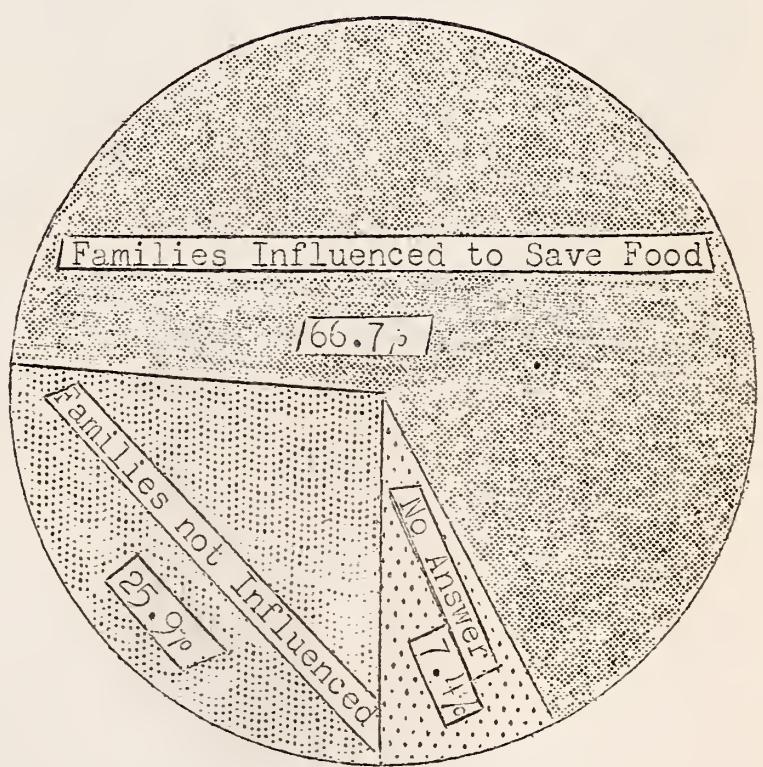
EFFECTIVENESS OF CLEAN PLATE CLUB

Question: Have you heard about any particular campaign or club promoted to save food in Charlotte? If so, did this campaign or club influence you to save food?

Seventy-five percent of the families answered "Yes" to the above question. Influence was as follows:



All Families



Families Familiar with Club

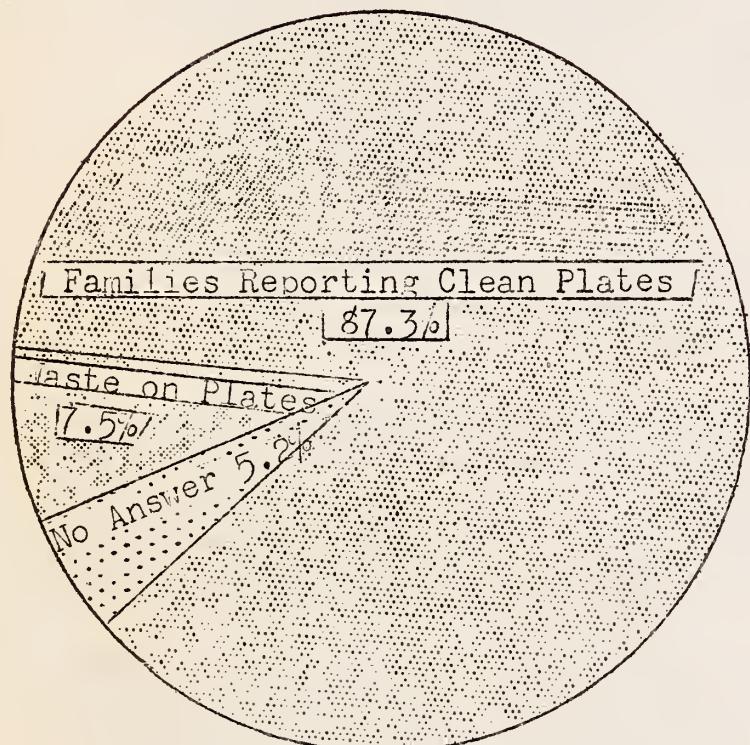
Of the families not influenced 51% reported that no food was wasted on plates.



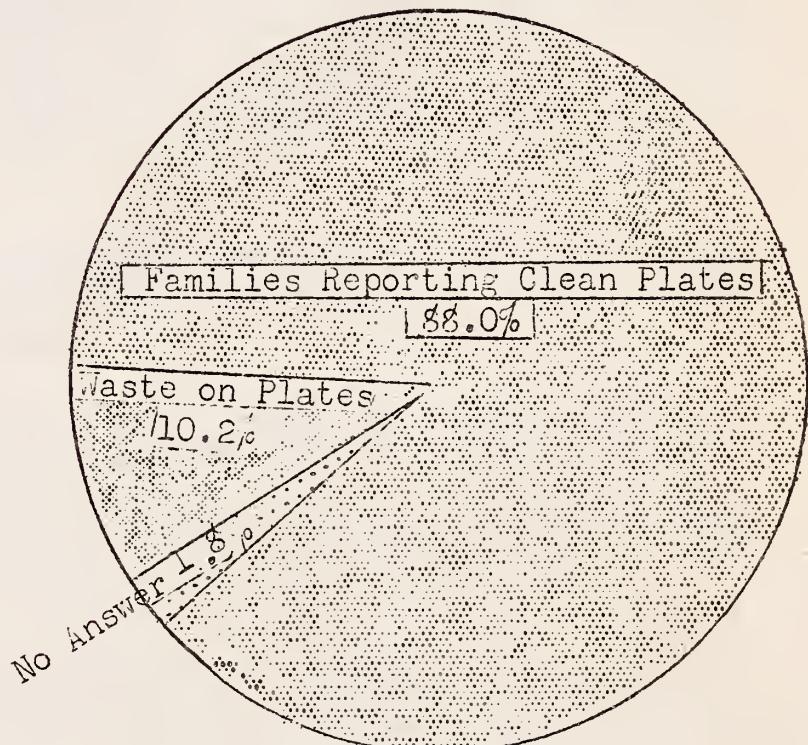
CHART 4

FOOD WASTE ON PLATES

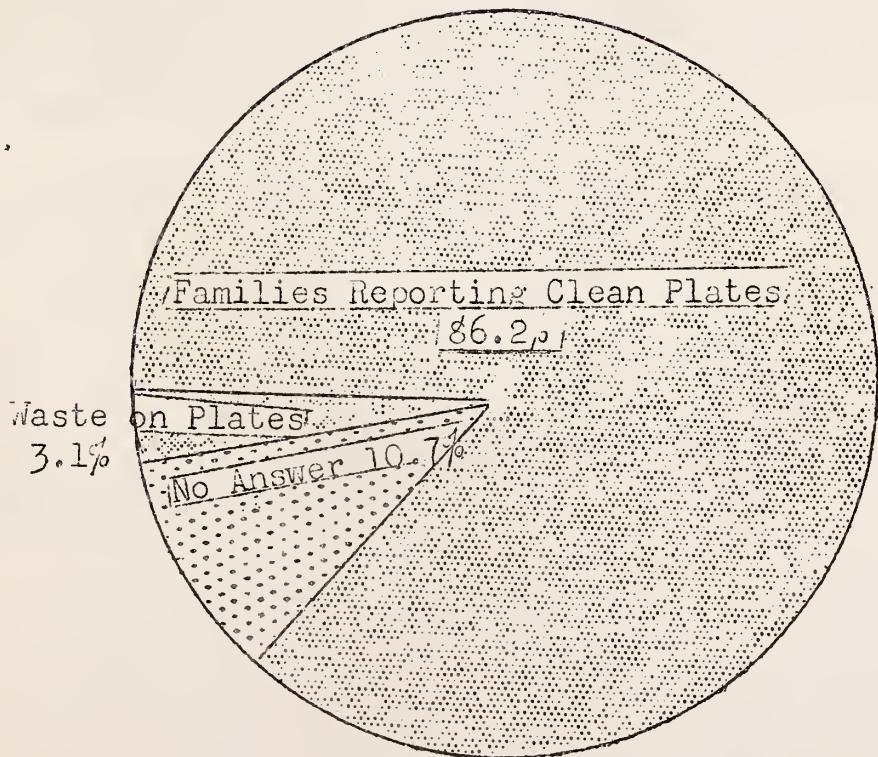
Question: Do members of your family leave good food on their plates after eating?



All Families



Families Familiar with Club



Families Unfamiliar with Club

2. From investigation of garbage from sections of town with low-income families, it appears that there is actually very little good food wasted by this group. The people who were not influenced by the campaign probably did not need to reduce waste as greatly as those who were influenced. Lower income families cannot afford to waste food. As one housewife commented, "A slim budget is a more effective check on food waste than any anti-waste propaganda campaign."
3. The people familiar with the campaign are more waste conscious and, therefore, more likely to recognize and report waste. Many families interviewed informally stated that until they were made conscious of waste by the Clean Plate Club they had not considered that they had wasted food, and had not been aware of the fact that food was left on plates in their homes.
4. Eleven percent of the group of families unfamiliar with the campaign did not answer the question, while only two percent of those familiar with the campaign failed to report.

Forty-one percent of the families who reported no waste on plates reported that less food was wasted on plates than six weeks ago. These people were probably directly or indirectly influenced by the campaign. The 59 percent who reported that they were not wasting food before the campaign either have not yet become conscious of waste or did not need the campaign. (Chart 5).

None of the families reported that there had been more food left on plates in their homes during the last six weeks (Chart 6). Forty-one percent reported that there was a reduction in food waste; 55 percent reported no change; and four percent did not answer the question. There were only 2.3 percent of the families that reported that there was waste and that it had not been reduced. The others who reported no reduction in waste also reported no waste, so in their opinion there was no room for improvement. Again it is evident that the people who were not influenced by the campaign either did not waste food or were unconscious of wasting food.

There were 44 percent of the people familiar with the campaign who had reduced waste on plates; 52 percent reported no food waste on plates and no change during the campaign. The program was ineffective for only 4 percent of the families who were familiar with the campaign. This 4 percent reported waste on plates and no change. The question to be decided, therefore, is not one of whether the campaign is effective in reducing waste, but rather is it needed, or is it effective in producing a consciousness of waste. It is debatable whether the families who reported "no waste" were unconscious of waste or really "unwasteful."

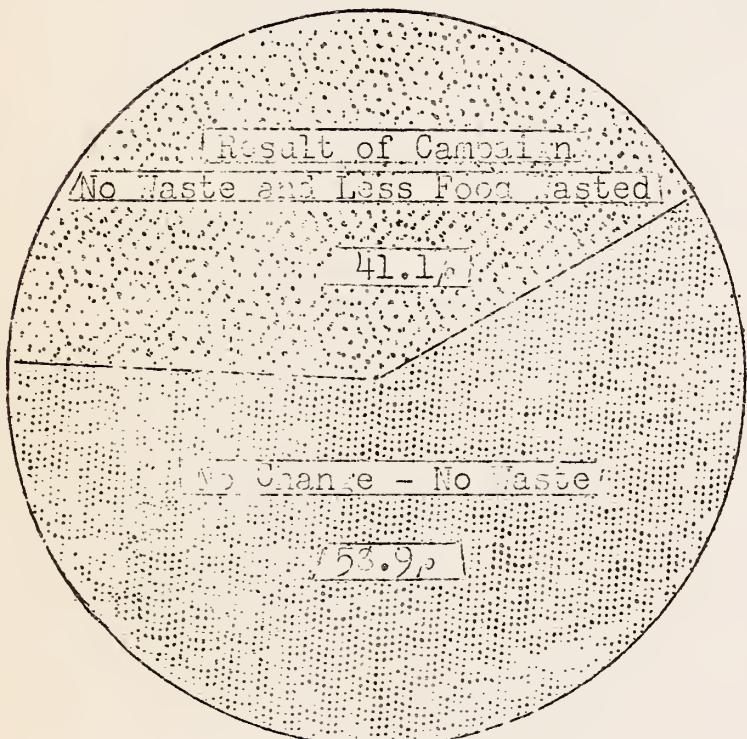
CHART 5

EFFECTIVENESS OF CAMPAIGN ON WASTE FROM PLATES

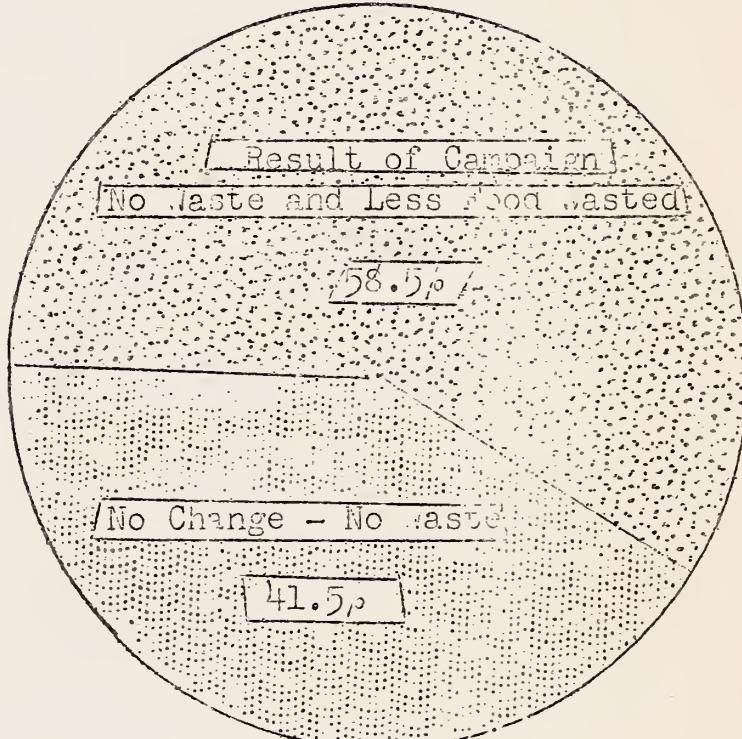
Question: Do members of your family leave good food on their plates after eating? What change has there been in the amount of food that has been left on plates during the last six weeks?

Eighty-seven percent of the families reported that at present there is no food waste on plates. Some of these reported that this is a result of the campaign; others that there was no waste before the campaign began.

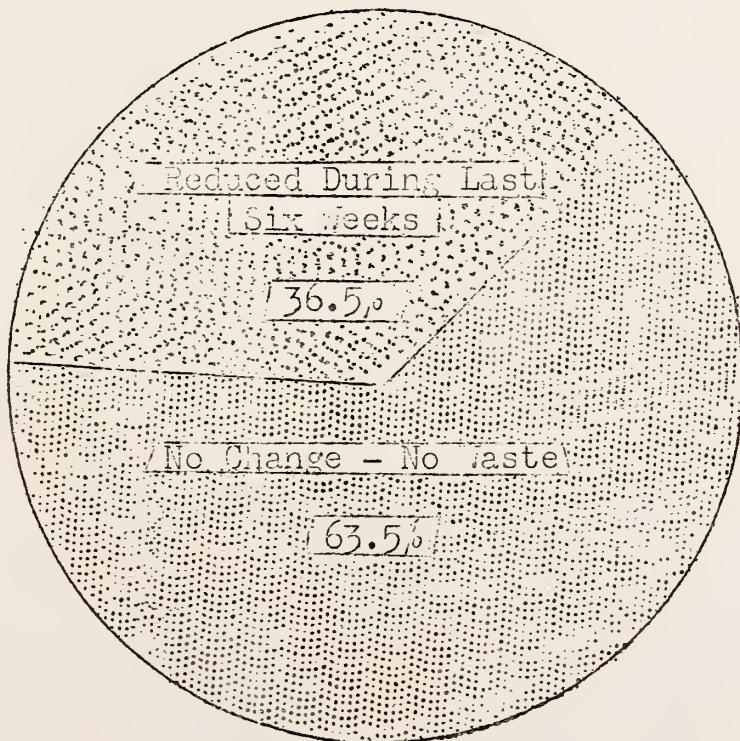
The distribution is as follows:



All Families



Families Familiar with Club



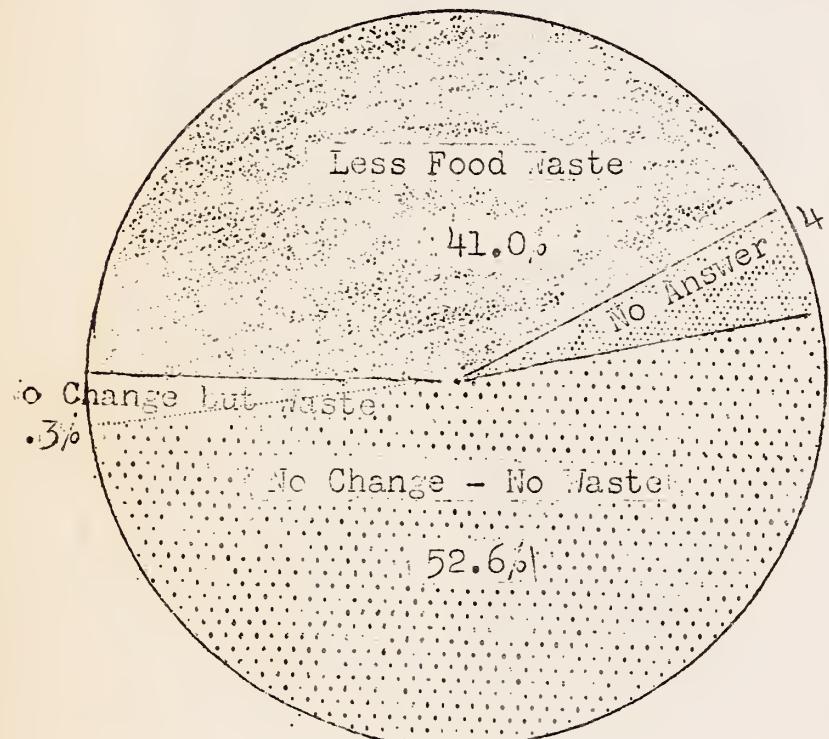
Families Unfamiliar with Club

CHART 6

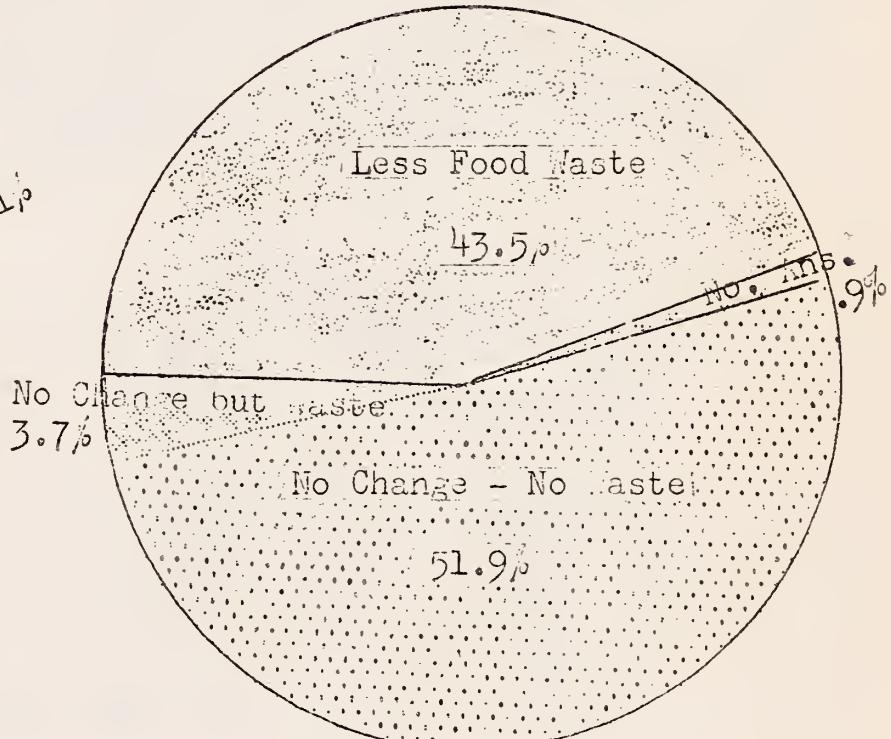
EFFECTIVENESS OF CLEAN PLATE CLUB - WASTE ON PLATES

Question: What change has there been in the amount of food that has been left on plates during the last six weeks?

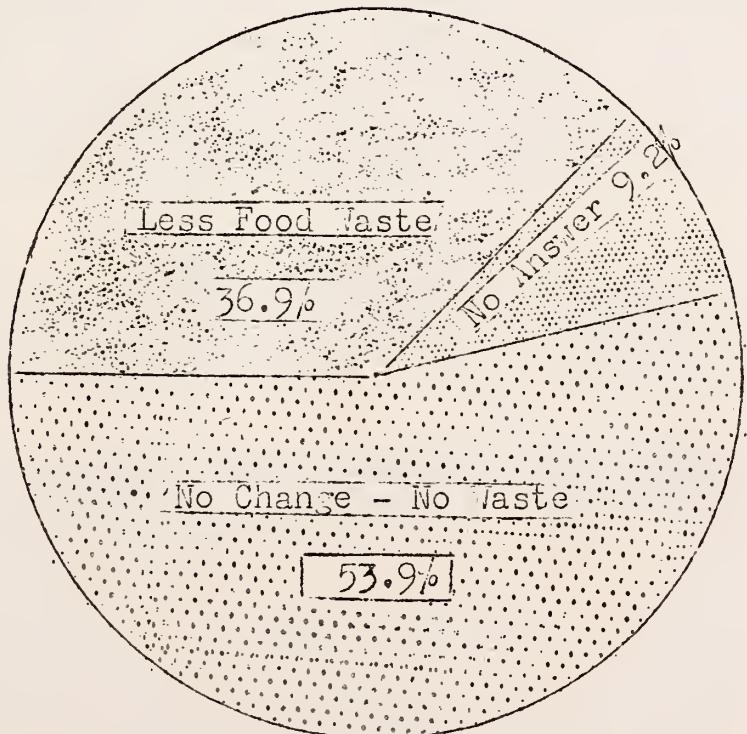
Forty-one percent reported that they had reduced food waste on plates during the last six weeks. 55% reported no change in food waste; 53% reported that there was no change but no waste.



All Families



Families Familiar with Club



Families Unfamiliar with Club

Ninety percent of all families reported that during the last six weeks they had noticed increased publicity on saving food. As might be expected, the percentage of those who had detected increased publicity was greater in the group of families familiar with the campaign than it was in the group not familiar with the campaign. Percentages were 96.3 and 80.0, respectively. The daily newspaper reached a larger percentage of people with information about food saving than any other medium, with radio a strong second. Nearly nine-tenths of the families familiar with the campaign noticed increased publicity about food saving in the newspapers during the last six weeks, while the radio reached three-fourths of them. That families familiar with the Clean Plate Campaign are more conservation conscious than the general public, is reflected in the fact that the percentage of families familiar with the campaign and noticing increased publicity is greater for every medium of information than the corresponding percentage of all families. The percentage of families having noticed specified increased publicity is as follows:

Increased Publicity Source	Percent of Families Reporting	
	All Families	Families familiar with Campaign
Newspapers	81.5	88.0
Radio	69.4	73.1
Conversation	46.2	47.2
Garbage pail	24.9	30.6
Moving Pictures	17.3	19.4

(See Chart 7)

Newspapers proved the most effective medium of publicizing food saving. Sixty percent of the families familiar with the campaign and 54 percent of all families said that newspapers made them think most about saving food. Forty-four percent of families familiar with the campaign and forty-four percent of all families gave radio credit as a major influence in inducing them to save food.

Conversation among people, the garbage sticker, and the trailer shown at theaters all contributed to the influence of the Clean Plate Club, but these were considered major influences by a relatively small percentage of families. (Chart 8).

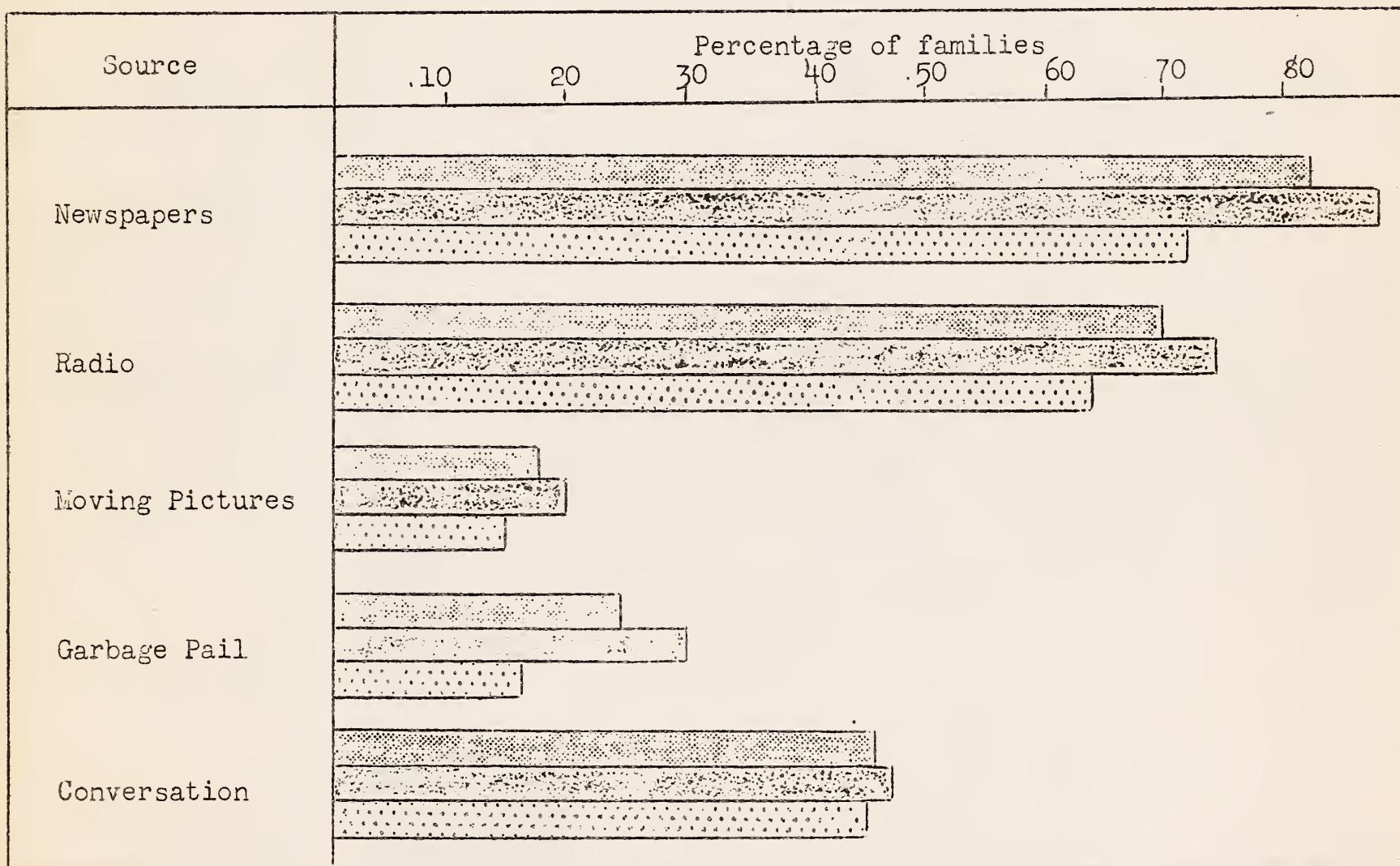
Food conservation practices were adopted by over eighty percent of the families during the six weeks preceding September 1. Special practices adopted in attempts to save food are as follows:

CHART 7

PERCENTAGE OF FAMILIES NOTICING INCREASED PUBLICITY

Question: During the last six weeks have you noticed more information about saving food? If so, through what source?

Ninety percent of the families reported that they had noticed increased publicity. The following sources were reported by the designated percentages of families.



All Families

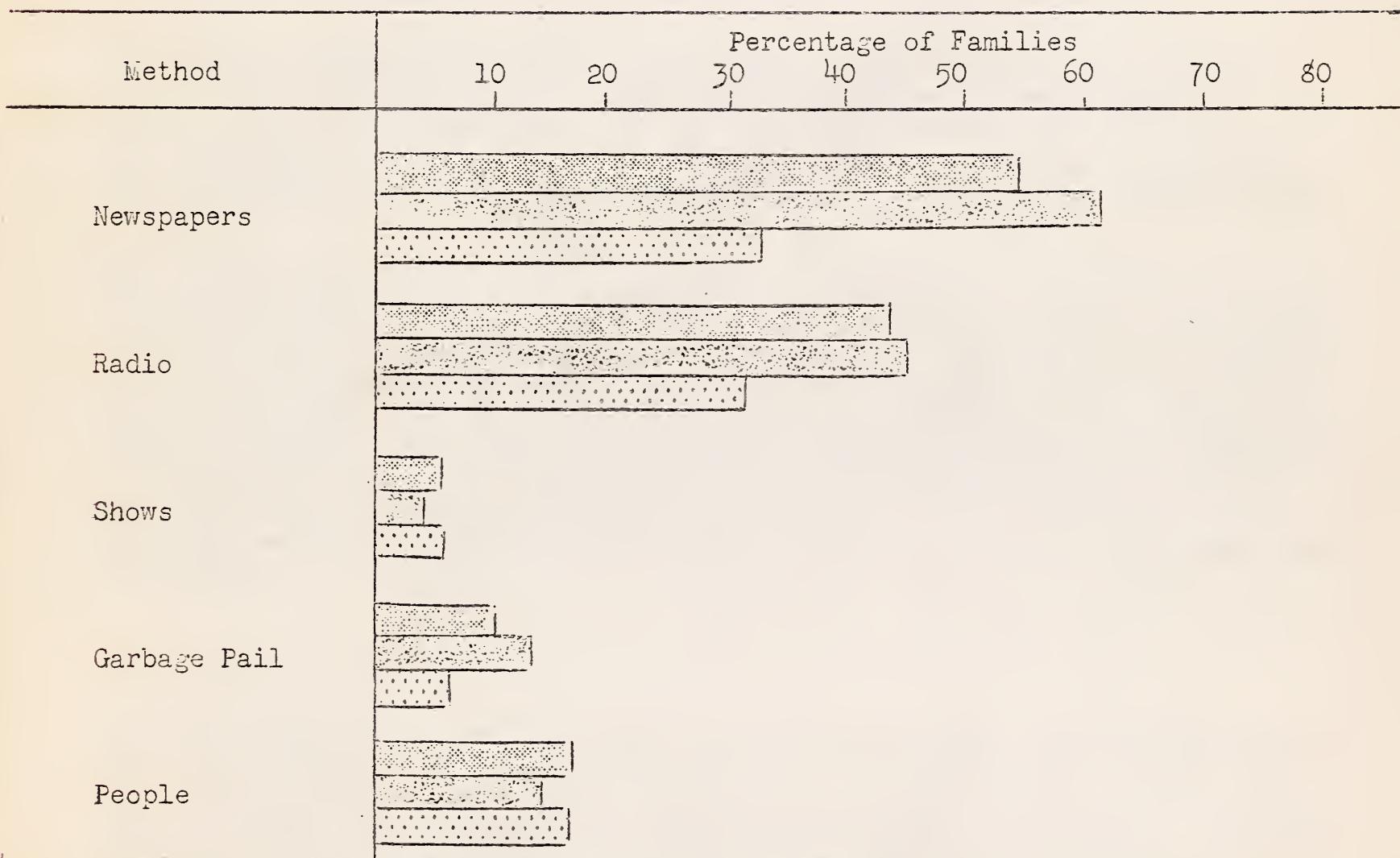
Families Familiar with Campaign

Families Unfamiliar with Campaign

CHART 8

MAJOR SOURCES OF INFLUENCE

Question: Which publicity method made you think most about saving food?



All Families

Families Familiar with Campaign

Families Unfamiliar with Campaign

Note: Cumulative totals does not equal 100% due to some families reporting more than one major source of influence.

<u>Practice</u>	Percent of Families Adopting Practice	
	All Families	Families familiar with Campaign
Planning purchases more carefully	80.9	85.2
Cooking more nearly amount needed	73.4	79.6
Using left-overs more carefully	72.8	77.8
Preparing food in different ways	54.3	55.6

(See Chart 9)

Most of the comments made on the questionnaire were repetitions of practices listed that had been adopted. Many commented on the fact that they were using left-overs more carefully than ever before; some that they were learning to eat new kinds of foods in place of favorite ones; many that they were buying more carefully, etc. One stated that her family "seemed to be becoming food conscious."

The responses received to the questionnaire confirmed opinions given by people in Charlotte that the Clean Plate Club has been effective in food conservation. It appears that at least 60 percent of the people in Charlotte were influenced by the campaign. Only 46 percent admitted that the campaign had caused them to save food, yet over 81 percent said they were planning purchases more carefully; 41 percent that less food was left on plates than before the campaign; 73 percent that they were cooking more nearly the amount needed; and 73 percent that they were using left-overs more carefully. If one of the above practices was adopted, they certainly saved food even if they were unconscious of doing so.

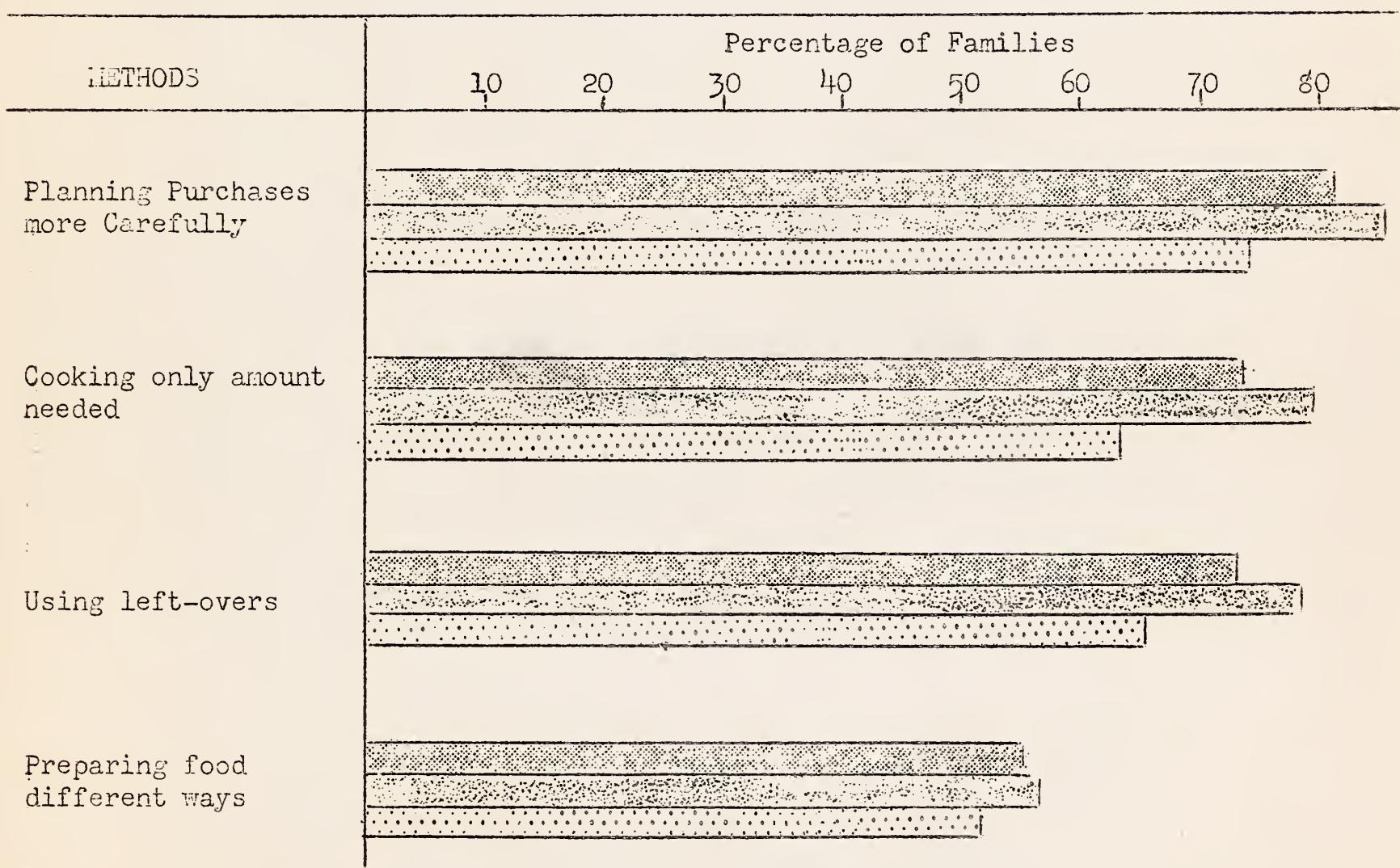
Check Sample:

Additional questionnaires, which have been received since the completion of the above analysis, were summarized and used as a check sample. Percentages were surprisingly close to those of the original sample. All conclusions drawn from the first sample were substantiated by the second sample, with one exception. In the last sample, under the classification of families unfamiliar with the campaign, the percentage reporting radio as the major source of influence was greater than the percentage for any other medium of publicity. The percentage reporting newspapers was second in size. In the first sample, under this same classification, the reverse was true but with a very small majority reporting newspapers more influential than radio.

CHART 9

IMPROVED PRACTICES ADOPTED

Within the past six weeks the following percentages of families attempted to save food by the designated methods.



All Families

Families Familiar with Campaign

Families Unfamiliar with Campaign

III. SUMMARY OF STATISTICAL DATA OBTAINED

A. CITY GARBAGE RECORDS

REPORT ON CITY GARBAGE

An accurate record of the amount of edible food going to the incinerator was impossible to obtain. After the first conference with Mr. John Barbee, in charge of city sanitation, it was felt that all the desirable information on the subject, including amounts, kinds, and sources of edible garbage, would be obtained. However, after further work with Mr. Barbee and Mr. Timothy Toomey, Supervisor of Incinerator, the impossibility of obtaining accurate information was recognized. In Charlotte all trash, edible garbage, inedible garbage, and all waste to be disposed of are picked up by the same trucks on the same trips and dumped at the same incinerator. Much edible garbage from restaurants is given or sold to hog feeders. It would be a most difficult job with unlimited time and personnel to determine the amount of edible garbage in Charlotte for any one day, and certainly an impossible task for many days with limited time and personnel.

Observations, estimates, and records on total loads of garbage carried to the incinerator by city trucks indicate the following:

1. There has been a substantial decrease in food waste during the last year.
2. The downward trend continued during and after the campaign.
3. The percentage of edible garbage from all homes included in the total waste going to the incinerator is now so small that it is difficult to detect when mixed with so much inedible garbage.
4. The major portion of edible waste now comes from produce houses, grocery stores and army camps.

These conclusions were based upon the pertinent data obtained, such as:

1. Mr. John Barbee estimated that prior to the campaign there were 4,000 pounds of edible food going to the incinerator daily. Although 4,000 pounds seems tremendous when considered as 4,000 pounds of good food wasted, it seems small when considered as the cumulative waste of 100,000 people. This amount would average less than $1/25$ of a pound, approximately one-half ounce, of edible waste per person per day in Charlotte. Compared with the average of approximately ten ounces of food waste per day estimated after a study of garbage collection in 48 cities in 1939*, this figure seems very small, indicating that people in Charlotte had much less waste (95%) in 1943 than the cities studied had in 1939, or else that the estimated 4,000 pounds was quite conservative. To reduce waste among families to an amount lower than $1/2$ ounce per person per day seems impractical. The workers at the incinerator, however, who observed the garbage each day, reported that the waste

* Study made by American Public Works Association in 48 representative cities, 1939.

of edible garbage definitely was reduced during the campaign. Their estimates of the amount of reduction ranged from "a little" to 500 percent. This evident lack of knowledge of statistics, or even of arithmetic, and the impracticability of measurements made it impossible to determine accurately the amount of reduction in food waste going to the incinerator.

2. Records on loads of total garbage going to the incinerator were incomplete for certain days during the period July 1 to September 1 and were available for only two weeks of the corresponding period of last year. All records obtained indicate that waste of edible food is less than last year and that reduction was made during and after the campaign. The following figures give the weekly totals of truck loads of garbage going to the incinerator:

	<u>Period</u>	<u>Number Loads</u>	
		1943	1942
July	2nd week	556	*
	3rd week	625	**
	4th week	569	*
August	1st week	511	724
	2nd week	456	631
August, First two weeks,		967	1,355

There were 100 less loads carried to the incinerator during the week August 9-14, than during the week preceding the campaign. This represented an 18 percent reduction. There were 967 truck loads of garbage during the first two weeks of August 1943 compared with 1,355 during the same period of 1942, a reduction of 388 loads, or 29 percent.

Table Number 1 and Chart Number 10 give daily loads of garbage to incinerator. During the first week of the campaign there was an increase in garbage. This seemed to be concurrent with increased sales of corn, watermelons, and cantaloupes. The sales of these garbage-producing commodities continued to increase during the following week, but there began during this week a downward trend in loads of garbage which continued over the period covered by our records with only spasmodic increases.

3. After conference with Mr. Timothy Toomey who supervises the incinerator it was decided that the increases which occurred in number of truckloads hauled to the incinerator on certain days were not caused by increased waste of the Charlotte people themselves, but by some unusual conditions. For instance, on one occasion a number of hogs died from lack of water in transit. These were unloaded in Charlotte and carried to the incinerator. On another day, in answer to a local call the city trucks carried to the incinerator 24 bushels of tomatoes which had been received in a spoiled condition. Such examples as the above, although items of major concern, should not indicate any ineffectiveness of the Clean Plate Club Campaign on those days.

* Not available

The daily figures indicate the expected daily trend. On Saturdays there are fewer loads of garbage than on other days. Wednesdays are next to Saturdays in amount of garbage collected. Mondays and Tuesdays are the days of greatest number of loads of garbage; Thursdays and Fridays are somewhat less. In Chart Number 11, loads of garbage for the first two weeks of August are compared with those for the same period of 1942. It is observed that there was also a downward trend during the 1942 period. The slope of the line of least squares is greater in 1942 than in 1943, indicating a greater rate of reduction. This is probably due to the reduction that had taken place preceding the two-week period of 1943. If the inedible garbage remains constant, the rate of reduction would decrease as the edible garbage approaches zero as a limit.

On no day during this period were there as many truck loads of garbage in 1943 as there were during the corresponding period of 1942. This does not seem to be due to any decrease in service of the city sanitation department. There were 27 trucks reporting daily loads in 1942 and 28 in 1943. If it is assumed that the ratio of edible waste to inedible waste has remained constant there has been a reduction of approximately 30 percent in food waste since this period of 1942.

4. All reduction in food waste in Charlotte is not assumed to be due to the Clean Plate Campaign. There are numbers of facts which must be considered as influencing amounts of garbage. Among them are the following:

- (a) There has been a smaller amount of certain foods, particularly watermelons, available for consumption.
- (b) Due to rationing there is a limit to purchases and hence in some cases more careful utilization of food.
- (c) Many tin cans which last year would have been included in the garbage no doubt were saved this year by the salvage campaign and, hence, did not reach the incinerator.
- (d) Since rationing made it necessary to give up points for canned food, there were probably more fresh vegetables eaten. This could cause a reduction in the number of tin cans and an increase in waste caused by the preparation of fresh vegetables.
- (e) The fact that less food of top grades has been available would mean more waste would be inevitable in the preparation of food. This unavoidable waste could offset any reduction in waste brought about by careful preparation and correct service on plates.

(f) With increased war effort and rationing, people are more food-conscious than they were last year.

5. Miscellaneous facts on garbage are as follows:

(a) Bread was a major waste item before and during the campaign. Prior to the campaign an average of two 60-gallon barrels of sliced bread per day was salvaged at the incinerator. The crust or heels of bread still in the wax paper were conspicuous in the garbage. This continued during the campaign. The Negroes continued to find approximately two barrels of bread scraps, but reported that they had to "look harder" to find it. A total segregation probably would have shown a much greater quantity both before and after the campaign. Mr. Toomey estimated that there was about half as much bread being wasted as before the campaign.

(b) Mr. Toomey reported that he and his men were now finding it difficult to find sufficient scraps, corn, etc., to feed their dogs and horses. In former days it was no problem.

(c) Wholesale produce houses continued to bring to the incinerator produce which was in an unsalable condition, but which the Negroes at the incinerator were glad to receive. During one visit to the incinerator a truck brought one load which included, among other less attractive produce, 75 pounds of carrots with tops wilted, but otherwise in good condition; a large box of lemons with many bad ones included, but from which we picked one dozen perfect ones; three crates of squash which were spotted but otherwise in good condition; two bushel baskets of snap beans which were slightly yellowed; a box of cabbage with outer leaves damaged; many onions and cucumbers. It is probable that the shortage of labor makes it impossible for produce houses to sort and save good fruits and vegetables when the majority in a lot is in an unsalable condition. The food was not absolutely wasted. A market basket full was taken to a Clean Plate Club meeting for exhibit. Negroes saved the remaining to take home for food for their families.

(d) Edible waste from Negro sections of town is negligible. The garbage hauled from these sections is used to fill a hollow behind the incinerator. Mr. Toomey reported that such garbage included practically no food and very little of anything that would burn.

- (e) A large percentage of food waste came from the sections of town where the industrial people live. Many of these families are receiving more money than ever before and buying food extravagantly.
- (f) An average of ten barrels of food per day is sold to hog feeders by incinerator personnel. On July 29, the time of the height of the Clean Plate Club, 17 barrels were sold. The increase was attributed to corn cobs, watermelons, and cantaloupes.
- (g) Amount of food waste from army posts is still significant. Four army trucks continually haul garbage from the military air base, and five from the quartermaster base. The army cooperated in the campaign but made no official check to determine the effect. Efforts to reduce waste are being continued.

CHART 10

GARBAGE HAULED TO INCINERATOR, CHARLOTTE, N.C.
BY TRUCK LOADS

JULY 12 - AUGUST 14, 1943

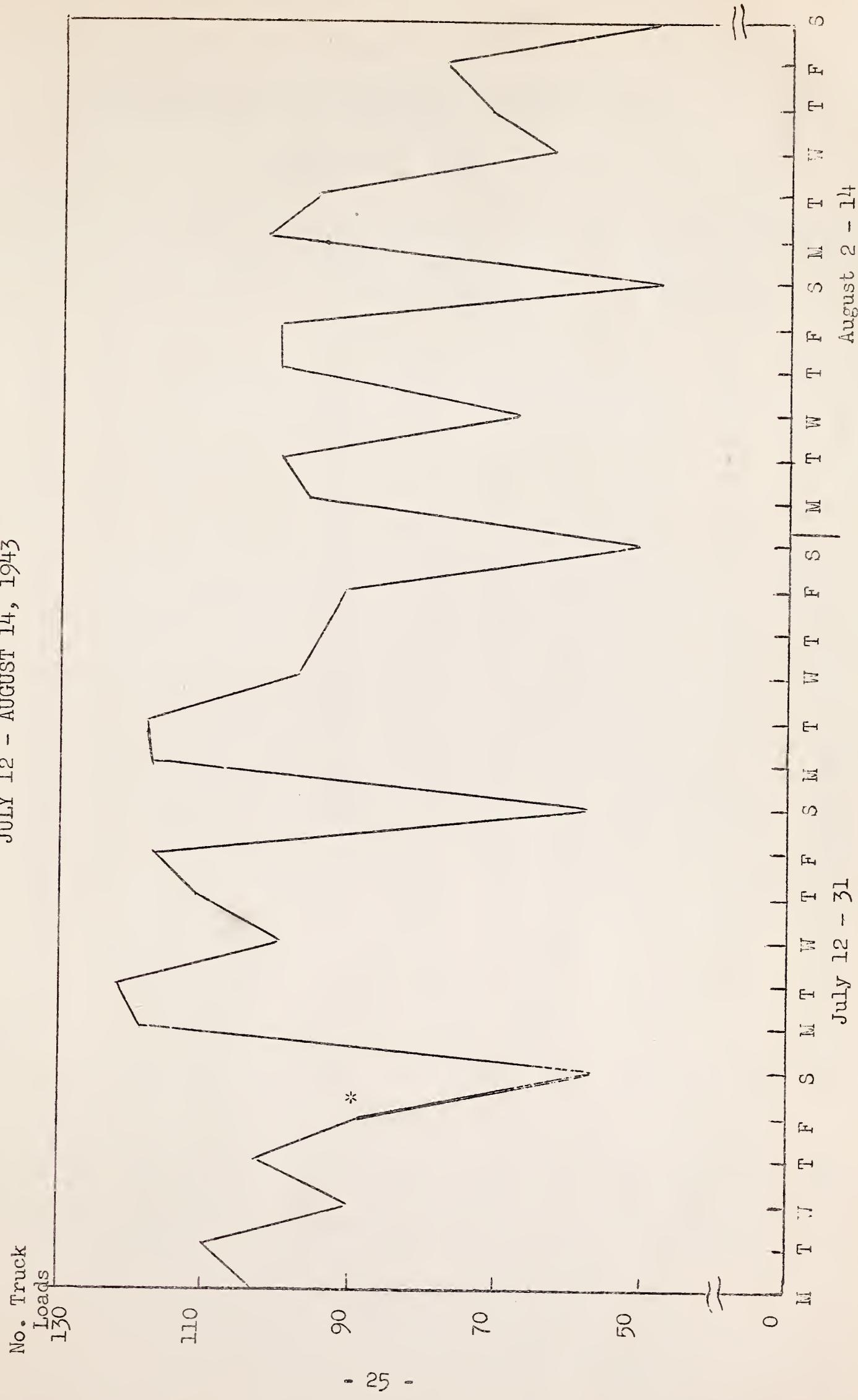


Table 1

GARBAGE HAULED TO INCINERATOR, CHARLOTTE, N. C.
By Truckloads

August 3-15, 1942

Truck No.	3	4	5	6	7	8	Weekly Total	10	11	12	13	14	15	Weekly Total
60	4	2					6		2	3	3			8
61	5	5	3	4	4	2	23		5	4	3	3	2	17
62		4	3	4			11		5	5	4	3	3	19
63	7	11	2	7	5	4	36		7	5	6	5	3	31
64	6	7	5	3	5	3	29		5	3	4	2	2	24
65	5	8	6	5	6	3	33		6	6	6	6	2	30
66	10	7	7	8	6	4	42		12	8	2	7	4	40
67	8	8	5	7	5	4	37		6	10	1	3	4	30
68	5	6	3	4	6	2	26		5	6	3	5	2	25
69	7	6	5	5	5	3	32		7	6	4	5	3	21
70	6	6	5	5	7	6	33		7	7	3	6	5	31
71	6	5	4	4	4	3	26		5	5	5	4	3	25
72	6	6	3	3	5	2	27		5	5	4	5	3	19
73	5	6	4	4	5	3	27		3	5	4	4	3	24
74														
80	6	4	4	5	5	2	26		5	5	2	4	4	22
81	2	2	1				5							
82	5	4	5	6	5	3	28		5	5	3	6	3	28
83	6	7	6	8	7	3	37		5	7	4	6	3	31
84	6	5	4	5	5	3	28		5	5	7	1	3	25
85	8	9	5	5	7	7	40		8	7	3	2	2	29
86	6	4	4	5	5	2	17			5	4	6	3	23
87	6	7	5	5	6	8	35		3	5	5	6	3	27
88	4	3	4	4	4	3	22		6	4	4	5	3	24
89	5	6	5	4	4	3	27		5	3	2	3	2	18
90	4	4	4	4	4	2	22		3	3	4	3	2	15
91	4	4	7	2	4	2	23		4	6	5	4	2	19
92	4	4	5	5	5	3	26		6	5	4	5	2	26
Total Truck Loads	146	150	144	125	122	67	724	132	140	72	108	120	59	631
No. Trucks Reporting	26	27	25	25	24	23	27	24	26	22	25	25	22	26

Table 2

GARBAGE HAULED TO INCINERATOR, CHARLOTTE, N. C.
By Truckloads
July 12-17, 1943

Week Preceding Campaign

Truck No.	12	13	14	15	16	17	Weekly Total
60	3	3	2	2		1	11
61	1	6	5	3		3	16
62	5	3	4	5		3	20
63	5	5	2	3			15
64	5	4	3	4		1	17
65	4	4	3	3		3	17
66	8	6	5	8		4	31
67	4	3	5	3	1	3	19
68	4	4	3	6	1	3	21
69	6	7	5	6	1	2	27
70	4	4	4	4		3	19
71	4	3	4	3			14
72	3	4	3	3	1	2	16
73	6	4	6	6		2	24
74		1					1
80	4	3	3	4		2	16
81	4	2	4	4	1	2	17
82	5	5	4	5		2	21
83	2	3	2	3		1	11
84	4	5	3	4		2	18
85	4	4	2	2		2	16
86	1	1	1	1		3	7
87	5	4	5	4		2	20
88	5	4	3	3		3	18
89	4	5	3	4		4	20
90		4	4	3		1	12
91	3	2	3	2	1		11
92		7	1	3		2	13
Total Truck Loads	103	110	90	103	6	56	468
No. Trucks Reporting	25	28	27	27	6*	24	28

* Incomplete

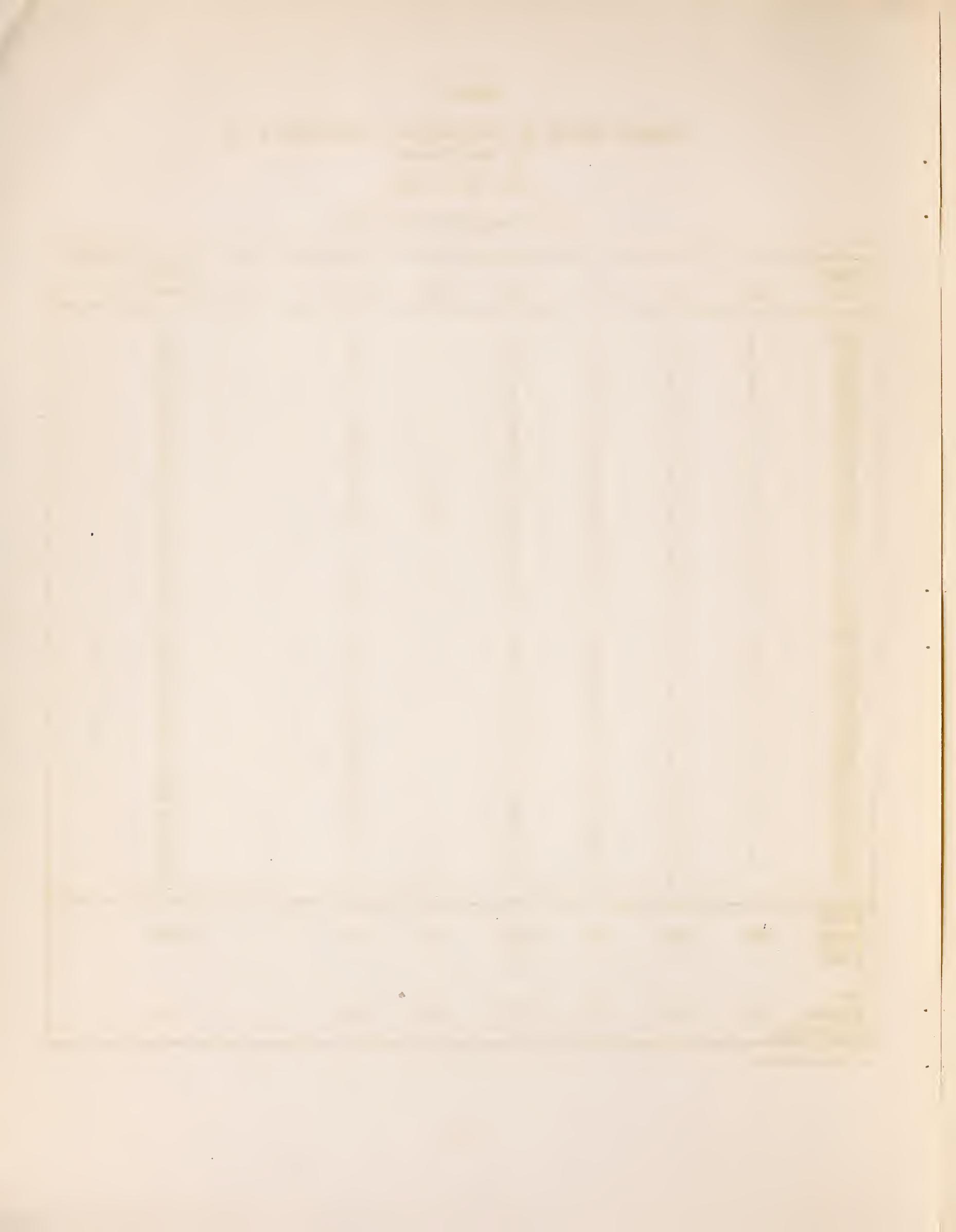


Table 3

GARBAGE HAULED TO INCINERATOR, CHARLOTTE, N. C.
By TruckloadsJuly 19-31, 1943
First Two Weeks of Campaign

Truck No.	19	20	21	22	23	24	Weekly Total	26	27	28	29	30	31	Weekly Total
60	3	4	2	3	3	2	17	5	2	2	3	3	1	16
61	4	9	3	5	4	3	20	5	5	6	1	4	4	25
62	5	5	4	5	4	3	26	4	5	4	4	4	3	24
63	5	3	1	4	2		15	3	3	2	1	3		12
64	4	5	5	5	5	3	27	3	5	4	5	5	2	24
65	3	5	3	5	6	2	24	4	3	5	4	5	3	24
66	9	7	6	10	8	1	41	9	1	4	9	7	4	39
67	7	3	1	4	4	2	17	1	4	4	3	3	3	20
68	5	6	3	5	4	2	25	4	4	3	5	5	2	21
69	6	6	4	6	6	4	32	6	6	5	5	4		22
70	4	5	5	2	4	3	23	4	4	4	3	4	2	21
71											1			1
72	2	5	5	5	10	1	28							
73	6	6	6	7	6	2	33	7	6	5	7	5	2	32
74														
80	4	4	4	5	4	4	25	6	6	7	1	2	2	23
81	5	5	5	6	5	3	23	5	5	7	1	6	2	25
82	5	5	6	6	6	2	30	6	5	5	5	4	2	26
83	3	3	3	3	3	2	17	4	4	5	2	4	2	16
84	4	4	4	5	4	2	23	4	4	5	5	4	2	20
85	4	5	2	5	6	2	24	5	5	6	2	4	2	23
86	1	6	7	6	7	4	31	7	6	7	4	6	4	35
87	6	3	3	10	2	2	24	6	4	4	3	4	2	22
88	3	5	3	2	4	2	19	3	3	3	4	3	2	18
89	5	6	5	4	6	3	29	8	4	4	1	5		21
90	3	1	4	3	4	5	20				6		2	12
91	2	1	5	5	5	3	13	5	6	4	4	4	2	24
92	6	5	5	5	5	3	29	3	3	6	4	4	2	23
Total Truck Loads	114	122	99	111	122	57	625	117	118	98	94	91	51	569
No. Trucks Reporting	26	26	25	22	25	22	26	24	25	26	22	21	22	26



Table 4

GARBAGE HAULED TO INCINERATOR, CHARLOTTE, N. C.
By Truckloads

August 2-14, 1943

Last Two Weeks of Campaign

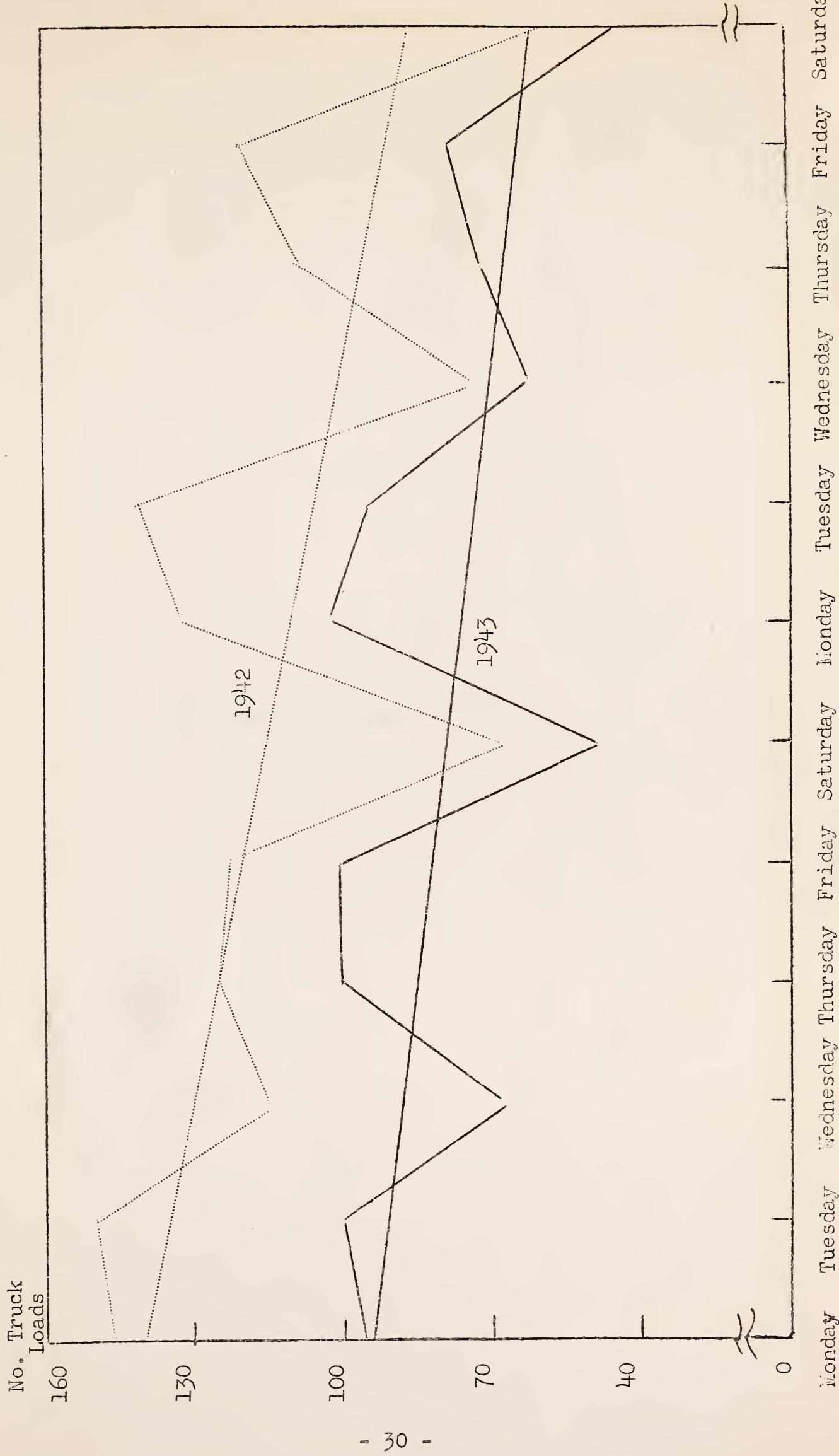
Truck No.	Weekly							Weekly						
	2	3	4	5	6	7	Total	9	10	11	12	13	14	Total
60	4	3	2	4	3	2	18	4	3	2	4	4	2	19
61	5	3	2	2	4	2	18	4	4	2	3	3	2	18
62	4		4	4	4	3	19	5	4	4	4	3	3	23
63														
64	4	4	3	5	4	2	22	4				3	2	9
65	4	5	2	3	5	2	21	4	5	4	3	3	2	21
66	9	7	4	8	6	3	37	9	7	8	7	7	4	42
67	6	5	2	5	4	2	24	5	9	5	4	4	2	24
68	4	6	4	4	5	2	25	6	5	3	3	5	2	24
69				3			3							2
70		4	2	4	4	2	16							
71	2	2	4	4	4	1	13	5	4					9
72														
73	1	4	4	6	6	3	24	7	6	4	4	5	1	27
74							1							
80	5	5	4	5	4	3	26	8	4	3	4	3	2	24
81	5	6	3	5	5	2	26	5	5	3	3	3	2	21
82	4	6	4	5	5	2	26	5	5	4	4	5	2	25
83	4	4	1	4	2	2	17	4	3	2	3	3	2	17
84	4	3	3	4	3	2	19	4	2	3	2	3	2	13
85	4	5	2	4	5	2	22	7	4	2	3	3	2	14
86	7	6	5	6	6	3	33	7	6	5	6	6	3	33
87	4	4	2		4		14	2	3	3	1	3	2	14
88		1		1			2	2						8
89	6	5	3	3	4	2	23							10
90	3	3	2	3	3	1	15	4	3	3	3	2	2	17
91	4	4	2	4	4	2	20	3	5	3	3	3	2	19
92	5	5	5	4	5	3	27	5	5	4	4	3	2	23
Total														
Truck Loads	96	100	67	100	100	48	511	102	95	62	72	78	47	456
No. Trucks Reporting	21	23	23	24	24	22	24	21	21	18	21	21	22	22



CHART 11

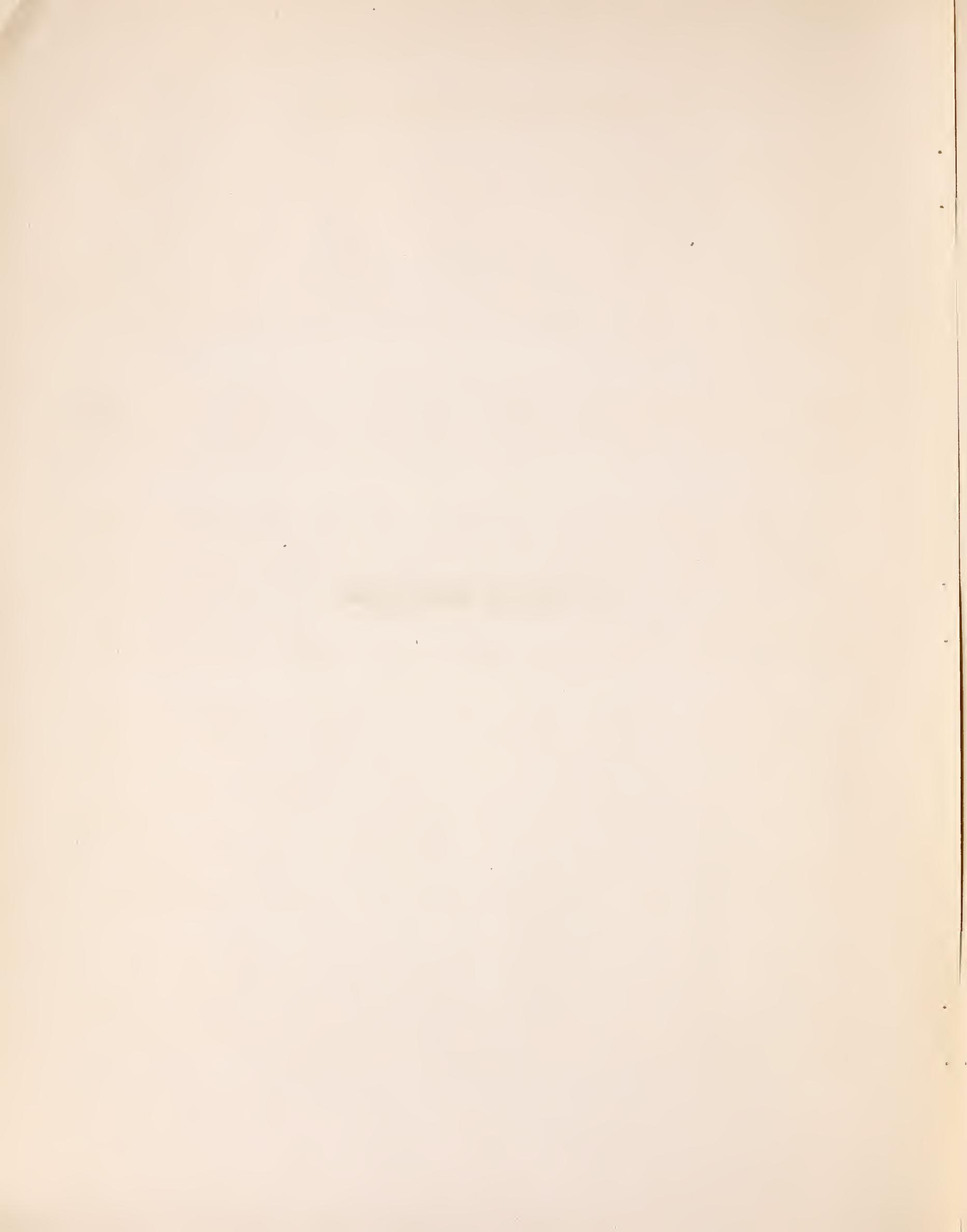
GARBAGE HAULIED TO INCINERATOR, CHARLOTTE, N.C.
BY TRUCK LOADS

FIRST TWO WEEKS OF AUGUST 1942, 1943





B - WASTE IN GROCERY STORES



REPORT ON WASTE IN GROCERY STORES

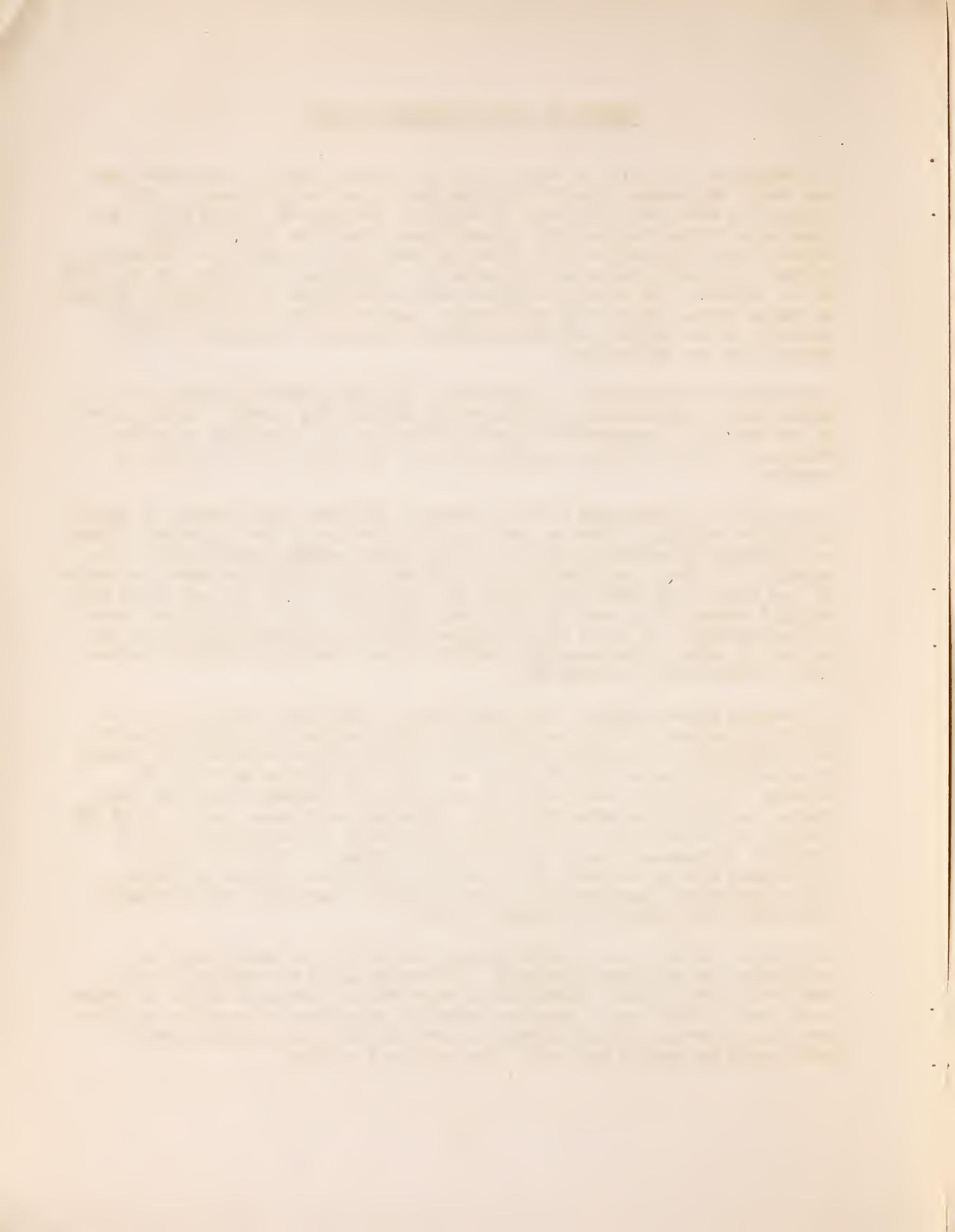
The Committee on records of waste in grocery stores reported that there was more waste this summer than at any time during the last ten years. This increase in waste was attributed to improper grading and packing due to inexperienced labor, unfavorable climatic conditions, and transportation difficulties, including delays in transit and poor refrigeration. Waste of produce in grocery stores was estimated at five percent and waste of all foods at one percent. The committee agreed that waste caused by handling of produce in stores was an unnecessary waste which could be avoided by patriotic co-operation of the public, but that compared with waste attributed to other causes, this was negligible.

The committee reported that a major cause of waste inside stores was over-buying due to impossibility of accurately anticipating demand. Waste caused by over-buying is accompanied by waste caused by the reluctance of store managers to reduce prices of produce when it does not move as rapidly as expected.

From fifty to seventy-five grocery stores in Charlotte kept records on waste during the campaign. These records were for the use of the individual stores in promoting the reduction of waste. Many store managers were ready to co-operate. For their own financial benefit they continually emphasize reduction of food waste. Any patriotic appeal for food conservation and any ideas for making a reduction of waste possible add impetus to their efforts and hence are appreciated. No doubt many employees who are not overly anxious to save produce in order to increase the profits of their employers might be influenced to save food for Uncle Sam.

The Grocery Store Committee reported that the Clean Plate Campaign and the resulting increased efforts on the part of the managers to reduce waste had been influential in reducing waste. It is difficult to ascertain the amount of reduction in waste since it would vary with changing commodities and climatic conditions. Some increases were shown on records from individual stores, but it is estimated that these increases would have been at least 5% greater had it not been for the increased efforts of the managers and the employees to decrease waste. According to information received during conferences with grocerymen, the condition of produce received by grocery stores during the month and the general climatic conditions were decidedly unfavorable to reduction in volume of waste.

It is believed that reports from grocery stores for one month would be inadequate for any generalizations. If records could be obtained for the same period from similar stores where there was no increased effort to reduce waste, such records could have been used for comparison to appraise results; but when any store started keeping records on waste the consciousness of waste would be aroused and would lead to biased results.



Although the results obtained are not considered typical of all grocery stores in Charlotte or accurate indications of trend of waste in the stores themselves, the following facts are considered noteworthy:

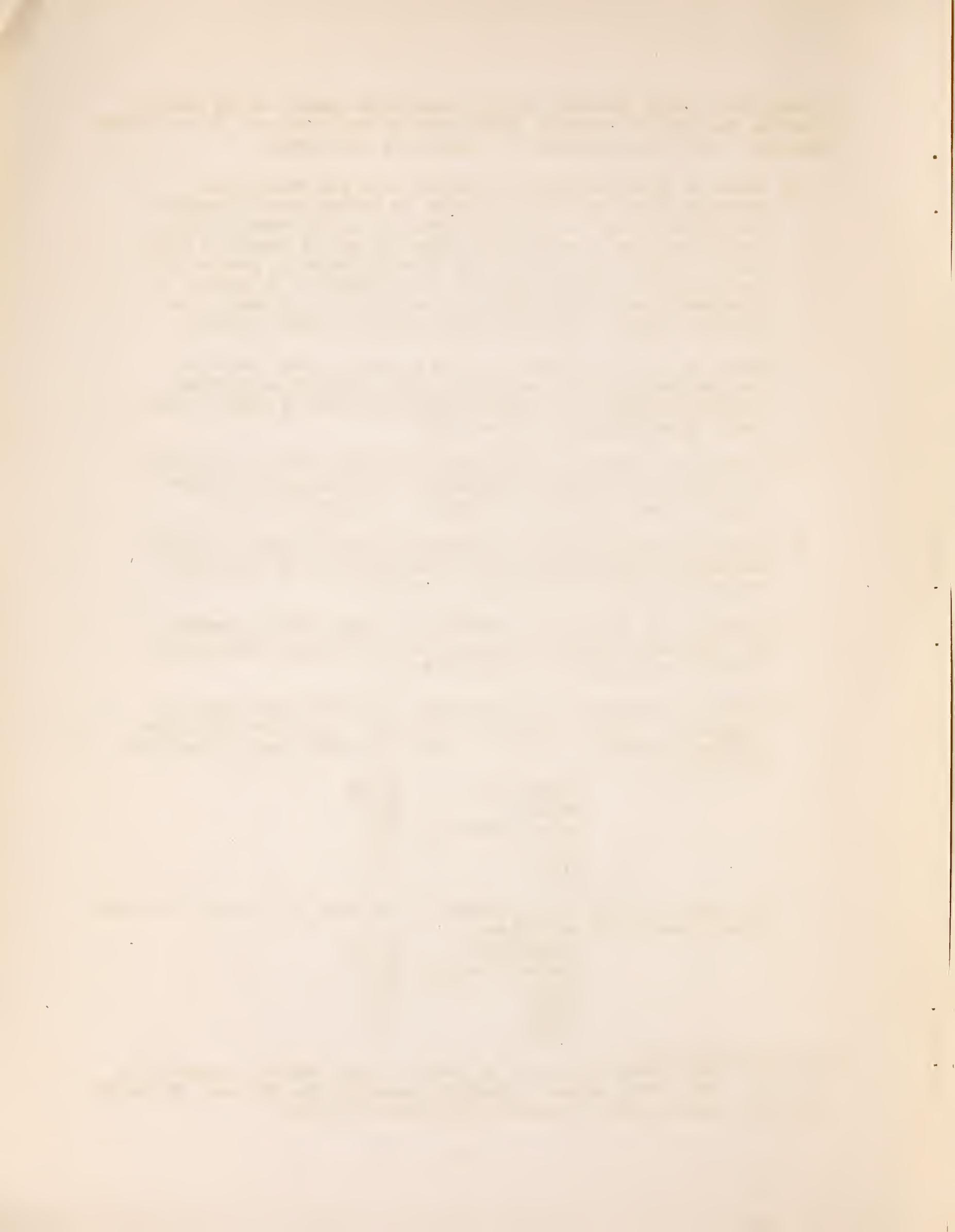
1. Waste in bakery products during the last two weeks of the campaign in stores reporting waste in dollars was 37 percent less than during the preceding two weeks; in grocery stores reporting waste in pounds the reduction was 36 percent.* Since there is less variation in this commodity than in produce or meat products, it is considered more indicative of results of increased conservation efforts. Variations in climatic conditions, however, would influence waste in bakery products.
2. Waste in meat was 13 percent less during the last two weeks than during the first two weeks of the campaign on records showing poundage. On records reporting waste in dollars there was a 93 percent increase in waste.
3. Records on stores reporting waste in pounds showed a reduction of 6 percent in waste of vegetables. Records giving dollar values showed a 13 percent reduction in vegetable waste.
4. There was approximately one-third increase in waste of fruits during the last two-week period compared with the preceding two-week period, as shown in all records.
5. Reduction in waste of all commodities ranged from 4 percent as reported by stores giving pounds to 6 percent reported on records showing dollar values of waste.
6. There was more waste in vegetables than in any other type of commodity. On the reports giving pounds, waste for the entire period of July 13 to August 14 was distributed among commodities as follows:

Vegetables	35.9%
Fruit	22.2
Bakery Products	16.7
Meat	16.5
Other	8.7

On reports giving values, waste for the same period was distributed among commodities as follows:

Vegetables	51.7%
Bakery Products	18.6
Meat	17.7
Fruit	5.9
Other	6.1

* All stores were asked to report in pounds. Some, however, reported in dollars. Since data needed to combine accurately the two sets of records have not been received, separate statistics are given.



C - WASTE BY INDIVIDUAL FAMILIES

INDIVIDUAL RECORDS

The keeping of individual records on food waste served more as a promotional phase of the Clean Plate Club than as a measure of its results. The first day the families started keeping records there began an all-out effort to have little or no waste. If in some way information on waste by the same families for the period preceding the records could have been obtained, results of their increased efforts to conserve food would have been more pronounced. No such records are available, however. Due to this situation and also to the fact that usable records were obtained only on 43 individuals, we can use the records to show only the amount of waste which took place in these specific families of medium income group in spite of concerted efforts to have no waste. The data may be used to exemplify "what can be done."

The families keeping records were very careful with their reports. They separated and weighed their garbage. Waste per person was very much smaller than the amount reported as indicative of a national average. The families wasted from one-sixth to one-half an ounce of edible food per person per day during the last two weeks of the campaign.

In every family size group the waste per person per day decreased during the last two weeks of record keeping compared with the first two weeks, as shown in the following table and the accompanying chart. (See Chart 12).

Waste Per Person Per Day

<u>Family Size</u>	July 19 - Aug 1 (ounces)	Aug. 2 - 15 (ounces)	% Reduction
2	.75	.50	33.3
3	.27	.16	40.7
4	.25	.24	4.0
5	.32	.22	31.3
6	.21	.18	14.3
All Families	.29	.23	20.7

The greatest percentage reduction in waste was made by families in the size three group, with a decrease in waste of 40.7 percent. The smallest amount of waste was in families with six people and the largest in families with only two. The figures on average waste are in striking contrast to the ten ounces per day wasted by individuals in 48 representative cities in 1939*.

* Study made by American Public Works Association in 1939.

The average waste per person for the four weeks period was .26 ounces, or approximately one-fourth of an ounce. This is approximately one-half the amount estimated by city sanitation officials as the average waste in Charlotte.

The cooking and a great part of the purchasing for one family that submitted a record were done by a colored cook. The waste in this family during the month was 5.9 times as great as that in the other families in the same family size group where the cooking and purchasing was done by the family. This family, however, made a 27 percent reduction in waste during the last two weeks of the record-keeping in comparison with the first two weeks. Other families in the same family size group made a 40.7 percent reduction.

Vegetables and bakery products competed for first place as major items of waste. Thirty-four out of every hundred times that waste was reported, vegetables were rated as the major waste item. Bakery products were rated as major items of waste thirty-four times out of one hundred, also. Meat was next in order, being rated the major item nineteen times out of one hundred. Fruit was rated the major waste item nine times out of a hundred.

The waste in bakery products was due chiefly to the fact that with prevailing climatic conditions bread and cake molded more quickly than usual. The practice of keeping bakery products in the refrigerator was adopted by many of the families during the campaign.

Much of the waste in vegetables seemed to be caused by the tendency on the part of families to buy more than necessary since large quantities could be bought at a cheaper rate.

Waste in meat in several instances was due to over-buying to use ration points. One family which had been doing a wonderful job of conserving food was very much embarrassed to have to report one pound of bacon wasted. Two pounds of bacon had been purchased instead of the usual one because points were expiring. The extra pound molded before it was used.

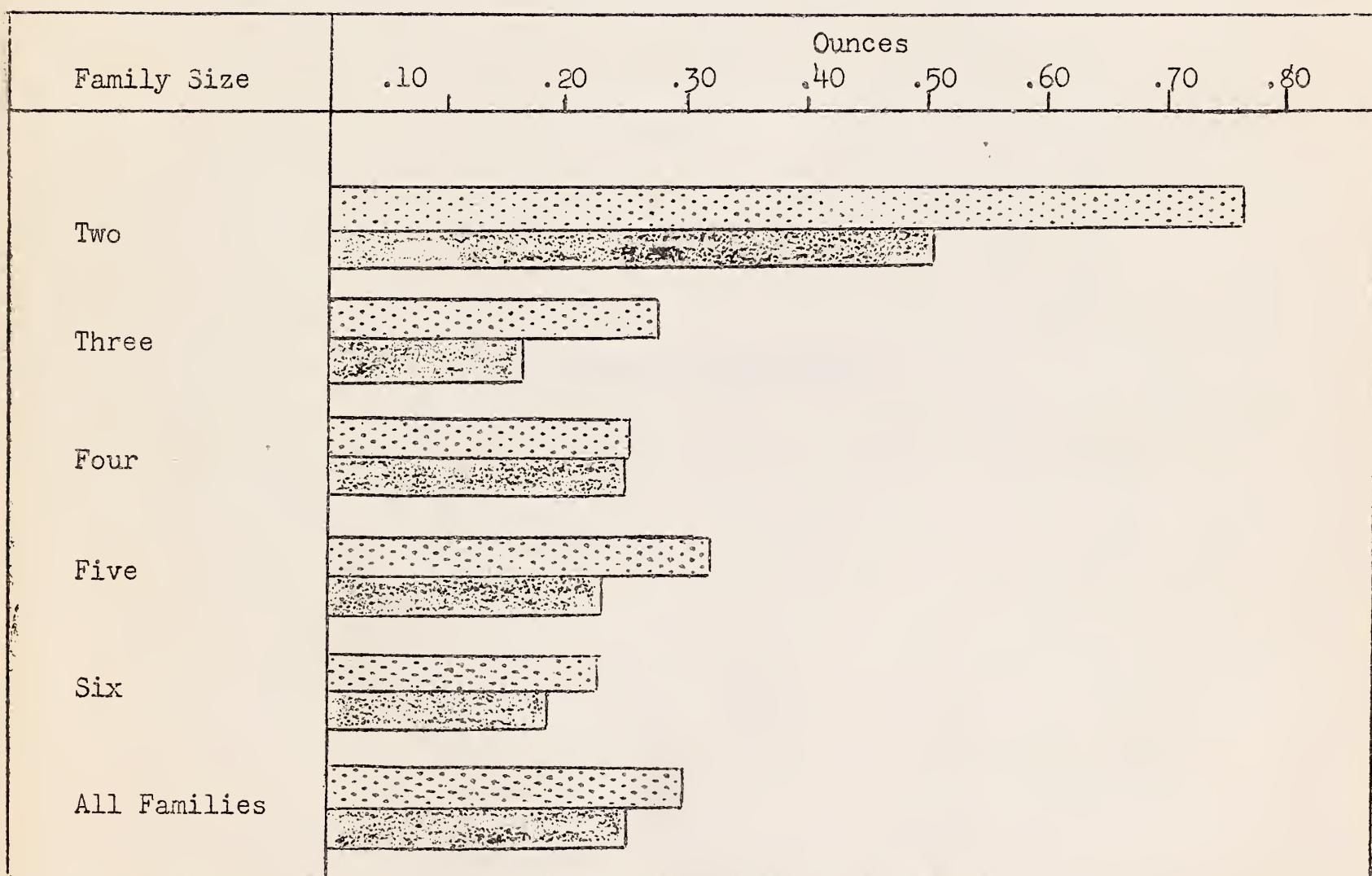
Efforts were made to have no left-overs but some were unavoidable. All families reported increased use of left-overs. Small amounts of vegetables normally thrown away were saved for soups or stews.

The keeping of records by these families will have a lasting effect. They have become so conscious of waste during this period that they will hesitate to throw out large quantities of food. Nevertheless, it is doubtful that they will continue to be as saving as they became during the campaign. They probably breathed a sigh of relief when the record-keeping stopped and immediately emptied the extra spoonful of vegetables into the garbage can.

CHART 12

WASTE PER PERSON PER DAY, BY FAMILY SIZE

JULY 19 - AUGUST 1 COMPARED WITH AUGUST 2 - 15, 1943



July 19 - August 1



August 2 - 15

D - WASTE IN RESTAURANTS

WASTE IN RESTAURANTS

Throughout the campaign frequent interviews were held with managers, waiters and waitresses of the S & W Cafeteria and of Thacker's hestaurant to obtain indications of the effectiveness of the Clean Plate Club in public eating places. There was a variety of estimates of the amount of reduction in food waste, but all agreed that the campaign had been effective in reducing waste.

Waiters and waitresses reported numerous comments made by customers in regard to waste left on plates and frequent references made to the Clean Plate Club, indicating that people eating in restaurants were familiar with the campaign and were food-waste conscious.

The managers of both restaurants reported that there had been a reduction in the amount of food wasted by employees. Formerly the employees, since they did not have to pay for food, had no incentive for taking only what they could eat. The result was that they frequently wasted large portions of food. After they became interested in food conservation they wasted only small amounts.

The head waiter at the S & W seemed quite concerned over the fact that he was having difficulty at the end of the campaign in getting enough scraps for his dog.

It was reported that men and business girls waste less food than any other groups of individuals, and that ladies who come down town to shop or for social engagements waste the largest amount of food.

The personnel at Thacker's hestaurant estimated that there were 20 percent more "clean plates" removed from tables in their restaurants than before the campaign. Examples were given by Mr. Thacker to illustrate the effectiveness of the campaign. On one occasion, after serving a banquet of five courses to 42 people, he personally supervised the scraping of the dishes and kept account of the amount of waste. The total scrapings from all dishes from all courses filled one soup bowl. He reported that for a similar banquet last year he would have had from 10 to 12 times this amount of waste, and that preceding the campaign, under the same conditions, he would have had at least four times this amount.

Another example was given by Mr. Thacker in which he stated that in checking the waste from a dinner served to 13 persons of the YMCA, the only waste he found was one piece of lettuce. Not a single roll or anything else remained on the plates or in the serving dishes.

It is believed that the variation in the estimates of the ratio of the number of clean plates to number of plates with waste is due chiefly to different conceptions as to what constituted a clean plate and what was considered waste. The waitresses at Thacker's Restaurant agreed that there was one plate with significant amount of waste to every ten with no waste. At the S and W the waiters and waitresses estimated that one-half of the plates removed from tables were "clean plates." The kitchen supervisor, who also supervised the handling of the dishes removed from tables, estimated that three plates out of every four were "clean plates."

It was reported that the Clean Plate Club had been effective in reducing waste, but that results would have shown it was more effective had not conditions during part of the campaign been most unfavorable to the reduction of food waste. The weather was extremely unfavorable, many people in Charlotte were sick, and the air conditioning system in the S & W was out of order.

Records from the hog feeder who collects garbage at S & W are as follows:

<u>Date</u>	<u>No. 30-gallon Cans</u>	<u>Date</u>	<u>No. 30-gallon Cans</u>
July 19	5	August 5	$4\frac{1}{2}$
July 20	$5\frac{1}{4}$	August 6	$5\frac{3}{4}$
July 21	$4\frac{1}{2}$	August 7	$5\frac{1}{4}$
July 22	$4\frac{3}{4}$	August 9	$4\frac{3}{4}$
July 23	5	August 10	$5\frac{1}{2}$
July 24	$5\frac{1}{2}$	August 11	$5\frac{1}{4}$
July 26	$4\frac{1}{2}$	August 12	5
July 27	5	August 13	$4\frac{1}{2}$
July 28	$4\frac{3}{4}$	August 14	$5\frac{1}{4}$
July 29	$4\frac{1}{2}$	August 16	$5\frac{1}{4}$
July 30	$5\frac{1}{2}$	August 17	$4\frac{3}{4}$
July 31	5	August 18	5
August 2	$5\frac{1}{2}$	August 19	$5\frac{1}{2}$
August 3	$4\frac{1}{2}$	August 20	$4\frac{1}{2}$
August 4	5	August 21	5

These figures show no downward trend in volume of garbage. The fact that the garbage did not increase appreciably, however, indicates a reduction in the amount of edible waste, since the volume of waste due to watermelon and cantaloupe rinds and corn cobs increased.

IV. SUMMARY OF INTERVIEWS

INTERVIEW WITH MR. FRANK SHERRILL, PRESIDENT, S & W CAFETERIA, AND PRESIDENT OF "CLEAN PLATE CLUB," CHARLOTTE, August 16, 1943.

Was the Program Worthwhile?

The campaign was worthwhile in that it has made people waste conscious. Even Mrs. Sherrill who has practiced excellent frugality has made progress in saving food. Children in the home have been very careful to clean their plates. On one occasion when a visitor was present, however, some food was left on the plate by one of Mr. Sherrill's children. This brought forth a critical remark from the visitor that the children of the President of the Clean Plate Club didn't clean their plates. The visitor, also, was food-waste conscious.

At one time employees took too much food when eating, and left a great deal. The facts of food waste were presented to them and a jesting threat made of making them pay for what they took and did not eat. Practically no food is now wasted by employees.

Mr. Sherrill spoke in Kannapolis where the campaign has been sponsored by the Lion's Club. He has had a request from Greenville, North Carolina, (Mr. Arthur B. Carey) for information regarding the "Clean Plate Club" campaign. The program has been instituted in all S & W Cafeterias.

Local cooperation

The Committee had "beautiful" cooperation. The leaders of the club have been sought after by civic organizations for talks. Radio stations have been willing to give more time than could be filled, and newspapers have given valuable space.

Recommendations

Mr. Sherrill favored a national campaign. He suggests that the more plebeian the slogan becomes the more effective it will be. Recommends "Lick yo' platter clean."

He believes that the campaign needs a humorous touch, and suggests beginning the campaign with a Victory Manners luncheon put on by local leaders and socially prominent townspeople. Have a menu which will be appropriate for illustrating "Victory Manners": soup, chicken, chops, gravy, etc. The luncheon or dinner should be extensively publicized by pictures and news stories. The program could last 30 days if sufficient ideas and material were furnished.

The program needs local color and lee-way but ideas and material should be furnished nationally. The program needs a climax. He was disappointed in not getting Herbert Hoover to speak. Good posters are needed. A copy of Rich's advertisement showing food left on plates seems to illustrate the program better than the "Clean Plate."

To conserve foods in restaurants Mr. Sherrill recommends increase in allotment of sugar, thus encouraging the use of cereals in place of more critical foods. The S & W and other restaurants that do their own baking find it difficult to continue under present sugar ration.

INTERVIEW WITH WAITERS AND WAITRESSES OF S & W CAFETERIA, August 17.

It was estimated by the waiters and waitresses at the S & W Cafeteria that half of the plates removed from the tables were "Clean Plates." On the other half of the plates the chief waste was bread and vegetables. Very little meat goes to waste through being left on the plates. Lettuce used to garnish salads is very frequently wasted.

The waste at the S & W had been considerably reduced by the campaign. However, during the past week when the air conditioning system was out of order and the cafeteria was unusually hot, the waste increased.

The waiters and waitresses reported that they had heard frequent comments by the customers pertaining to the Clean Plate Club. People standing in line often looked at the plates left on the tables and noticed the amount of waste or the fact that there was no waste. They commented on either condition, mentioning that the customer probably was or was not a member of the Clean Plate Club.

INTERVIEW WITH MR. ERNEST STRICKLAND, SUPERVISOR IN THE S & W CAFETERIA, August 17.

Mr. Strickland reiterated the fact that the status of the airconditioning system had been the chief cause for an increase in waste during the last week. In the kitchen the increased heat made food spoil more easily and also, by reducing the number of customers, caused more food to be left in the kitchen unserved.

Mr. Strickland stated that the chief item of waste was grits, which were left in quantity after each breakfast. It was his opinion that there were three clean plates from the tables for every one having an appreciable amount of waste.

There had been a reduction in the amount of waste left by the employees that eat at the S & W regularly. Formerly the employees served themselves much more than they could eat. This fact was brought to their attention and their cooperation enlisted in reducing the amount of waste. It was also suggested to them, but not carried out, that it might be a good idea to charge them for food they took and did not eat.

INTERVIEW WITH MR. ZEB C. STRAWN, BANKER, August 17.

Mr. Strawn considered the Clean Plate Club Campaign entirely worthwhile and recommended that it be promoted nationally. Many people do not know that they are wasting food until it is brought to their attention. Many people in Charlotte who originally laughed at the idea and said they did not waste any food are now conserving a great deal.

In answer to the question, "Could the campaign have been handled entirely locally?" Mr. Strawn replied, "No." This answer was based chiefly upon the existing local conditions. He believed that a government organization is needed to be the hub of the campaign but that it should secure the cooperation of civic organizations.

Mr. Strawn felt that all phases of the campaign had been effective: newspaper publicity, radio programs, garbage pail stickers, and pledge cards. He thought that more posters should have been used in the campaign, and that pledge cards should be used in all campaigns.

Mr. Strawn reported that people in Charlotte were definitely conscious of food conservation. As a member of many civic organizations he attends luncheons or dinners frequently. During the last month he reported that there had been no luncheon or dinner that he had attended at which the Clean Plate Club was not mentioned and an effort made by the people at the meeting to see that as small an amount of food as possible was wasted.

INTERVIEW WITH MR. HARDING, SUPERINTENDENT OF SCHOOLS, August 18.

Mr. Harding personally endorsed the Campaign wholeheartedly. He and his family had signed pledge cards and were endeavoring to follow all the rules of "The Club." Mrs. Harding, however, had been following many of these previous to the campaign.

Mr. Harding stated that the clubs of which he was a member, particularly the Rotary Club, were very much interested in the campaign and had made it a part of their programs.

Mr. Harding stated that in the national campaign he believed the schools would play an important part. He stated, "The best advertising agency in any city is the public school organization." In promoting the national campaign he suggested that the cooperation of the Superintendent of Schools be obtained first. The Superintendent then should interest his principals and the principals in turn their teachers. He is of the opinion that when the national campaign is launched the schools in Charlotte will help to promote it locally. He asked that a speaker be supplied for a meeting of all the teachers in the city.

INTERVIEW WITH MISS LOIS SILVER, CHAIRMAN OF REPORTS ON INDIVIDUAL FAMILIES,
August 18.

Miss Silver served as Chairman of the Committee to obtain records on the amount of waste in apartment houses or in homes during the campaign. When asked if she had any difficulty in obtaining people who were willing to cooperate, she reported that her only difficulty was that people frequently said that they were too busy, that they had been asked to do too many things already. She did not run into any feeling that the campaign was silly or that the effort should not be made to reduce waste.

Miss Silver reported that the waste of bread, which used to be the maximum in her home, had been eliminated by keeping bread in the refrigerator. She was of the opinion that such food-saving ideas should be given more publicity. She thought also that there could be incorporated in advertisements for foods which were in abundance on the market, certain information on how to use them in order that they might contribute most to nutrition. Items of waste could often be anticipated and information given on what to do to avoid such waste.

INTERVIEW WITH WAITERS AND WAITRESSES, THACKER'S RESTAURANT, August 18.

Thacker's has many customers who have been eating their midday meal there for as many as sixteen years. The waitresses reported that during the last week many of these regular customers had left more food on their plates than usual. This was because of sickness which had seemed to accompany the unusually hot weather. These people, up until the last week, had been very careful to "clean their plates" and had made remarks about any customers who left large amounts of food on their plates.

The waitresses were of the opinion that the Clean Plate Club had made their customers conscious of food conservation and had reduced the amount of waste in the restaurant, although there appeared to be some temporary increase. They believed that the effect of the campaign would be lasting.

An illustration of consciousness of food waste was given. Thacker's had served a picnic to one hundred people a few nights previous to the conference. One man brought his plate back up to the table from which the food was served. He had a few scraps remaining and asked if he might get an extra paper napkin in order that he might take them home to the dog.

In Thacker's there has been an increasing number of people who have designated smaller portions, particularly of bread. Salad plates have shown a greater amount of waste than regular plates. When the last conference was held with the waitresses they agreed to keep track of the number of clean plates and the number of plates with a large amount of waste, at least for one day. When the results of this check were called for it was found that there had been so many changes in personnel that there were only two waitresses at this conference who also had been at the previous meeting. One of these reported that

her totals showed one plate with large amount of waste to forty-eight with an insignificant amount of waste. The other reported that bread was her chief item of waste, and that there was an average of one piece of bread, one muffin, or one roll wasted out of nine servings.

Mr. Thacker reported that he had placed in his restaurant, behind the counter, in the kitchen, on the garbage pail and in many significant places, the sticker which was originally designed for the garbage pail. He believes that this sticker had an important effect in reducing waste, particularly in the kitchen. He reported that the man who had been collecting his garbage to feed to hogs had recently told him that he would be unable to pay him as much as previously for the hog feed which he was obtaining, since he was not getting as much as in the past.

Mr. Thacker suggested that more effective posters could be displayed in restaurants, that information on the Clean Plate Club could be incorporated in the menu, and that some arrangement could be made to have pledge cards on the table, properly clipped to the menu during the national campaign.

INTERVIEW WITH MR. T. C. EVANS, PUBLICITY DIRECTOR, J. B. IVEY COMPANY, CHAIRMAN OF THE SPEAKERS COMMITTEE OF THE CAMPAIGN, August 18.

Mr. Evans reported that he considered the campaign was very well carried out in Charlotte. He thought that it was a well-rounded worthwhile program. He obtained excellent reaction and cooperation at Club meetings where he spoke or had others to speak on the Clean Plate Club. The members of practically every club signed the pledge one hundred percent.

The program was different from anything that had been presented previously before civic groups. Because of this it was easier to interest the clubs in the program. Mr. Evans considered that civic groups were the most powerful promoting agency in any town and promotion of the Clean Plate Club through civic groups in other cities was the best way to put the program across.

Mr. Evans reported that the only criticism he had heard of the campaign was that perhaps the restaurants were behind the idea to promote their own interests. This criticism he stated was not the opinion of the majority but only voiced occasionally by skeptical individuals. He believes that advertisement on posters in restaurants must be made clear in order to avoid this type of criticism.

The campaign, he reported, had made people in Charlotte conscious that food is important and the saving of food necessary. The campaign brought home the fact that we Americans have wasted lots of food and do not have food to waste during war time.

Mr. Evans stated that he did not see how the campaign as it was promoted in Charlotte could be improved upon.

INTERVIEW WITH REPRESENTATIVES OF THE OFFICE OF CIVILIAN DEFENSE, (Mrs. Elsie Wilson, Miss Charlotte Mobley, Mr. Henry Dockery, Mr. Berrall, Miss Gladys Strawn), August 18.

Since this interview was significant in that it was the only one during which criticisms of the campaign were made, it is given verbatim as nearly as possible.

Mr. Berrall: How much ice did the Clean Plate Club Campaign cut?

Mrs. Wilson: I have no idea.

Miss Mobley: Some people think that the campaign was silly. The idea of signing pledges seemed juvenile. People did not catch the hidden purpose of the campaign, if there was one. To be more effective, the campaign should be more comprehensive. Such things as conserving food on the market and in victory gardens should be stressed in the campaign and not just saving the bread that one puts on individual plates.

Mrs. Wilson: The Clean Plate Club is a swell idea for children but from there on it is too narrow.

Mr. Berrall: No doubt kids would make the campaign more active. Of course in Charlotte, since schools were not in session, this phase could not be emphasized. Watching the waste on plates is one thing everybody can do.

The Clean Plate idea is to get everyone from the child to the man of the house interested in food conservation. The house-wife should be interested in many other things such as proper buying, preparation to save food value, use of left-overs, etc.

Miss Mobley: It is still surprising that there is so much poorly cooked food.

Mrs. Wilson: I do not think that it is surprising because proper methods of preparing food are not easily learned.

Miss Mobley: Many people who have cooks do not know how food is prepared in their own homes. In one of my classes recently I discussed the proper cooking of greens. In the class there was a lady who had two cooks who were completely responsible for the preparation of food. When greens were prepared in her home the next time, she investigated the method being used in her kitchen. She found that they were cooking the greens through three different waters, throwing away much of the food value.

Mrs. Wilson: There is a much better chance of proper cooking with people who do their own.

Mr. Berrall: Have you ever run classes for cooks?

Miss Mobley: It has been anticipated but has not yet been organized.

Mr. Berrall: Are you orienting your nutrition classes to food waste?

Miss Mobley: The chief subject of classes during the last month has been food conservation with the chief emphasis on canning food. There has been no lesson on the garbage pail during the month. Mr. Berrall: Housewives, even though they may not be interested in nutrition as such, are interested in saving money and points. With that as a starting point much information on nutrition could be put across. Have you had any demonstrations during the last month?

Miss Mobley: Only regarding canning and the use of freezer lockers.

Mrs. Wilson: Canning could not be put off.

Mr. Berrall: What is your feeling about Victory Gardens?

Mrs. Wilson: There are two definite schools of thought in regard to Victory Gardens in Charlotte, and both of them are represented in my own home. My husband is of the opinion that the garden has been worthwhile and wants to plan to continue the Victory Garden idea.

Mr. Berrall: Will most of the people who had Victory Gardens this year have them again next year?

Mr. Dockery: I believe they will. They have enjoyed boasting about their gardens this year.

Miss Mobley: Fall planting should be emphasized now. One problem in connection with the Victory Garden has been transportation. People have had gardens quite a distance from their homes. Getting back and forth to the garden has been difficult sometimes.

Mr. Berrall: Should there be a drive on food savings?

Mrs. Wilson: I have never seen so much interest in canning as there has been this year. The difficulty is in eliminating waste.

Miss Mobley: The program should be broadened to include waste going on in the refrigerator and the proper use of left-overs should be emphasized.

Mr. Berrall: Supposing the campaign had come in November, could the Defense Council have carried the ball?

Mrs. Wilson: We would have loved to.

Mr. Dockery: Defense Council could have put it over.

Mrs. Wilson: And would have been happy to.

Miss Mobley: Emphasis should be put on breakfasts. They have been neglected in American life.

Mrs. Wilson: If we can get classroom teachers interested, we could revolutionize breakfasts. Changing people's eating habits, however, in one generation or two is a hard job.

Miss Strawn: Supposing that the Clean Plate Club Campaign were promoted nationally and Defense Council had the responsibility for promoting it locally, what material would you want supplied?

General concensus of opinion included:

1. Skeleton outlines
2. Radio scripts
3. Seasonal news articles
4. Good posters

Mr. Dockery: If the program is put on nationally, care should be taken to remove any lightness from the slogan. The Campaign should not include anything jesting in nature. (There followed a discussion of the value of humor in promoting the campaign, but also we agreed with him in that it is a serious situation).

INTERVIEW WITH MR. P. H. BATTE, MANAGER & EDITOR, "CHARLOTTE OBSERVER"
CHARLOTTE, N. C., August 18

Was the Program Worthwhile?

"Yes, the campaign was a definite success in Charlotte," Mr. Batte asserted. "People are more careful not to waste food than they were before." He heard many favorable comments in regard to the program but no unfavorable ones and no indication that it should be only for children.

He says it has been worthwhile in his home. Formerly plates were served in the kitchen, but now they require the maid to find out what each person wants before serving the plates. All in his home are conscious of food waste.

Recommendations:

The Observer has a food page every Friday and would welcome articles that would be a "follow through" for the campaign.

He pointed out that a group of organizers working together is to be preferred to one newspaper or club. He suggested that the Charlotte campaign be used as a working model when promoting the campaign nationally.

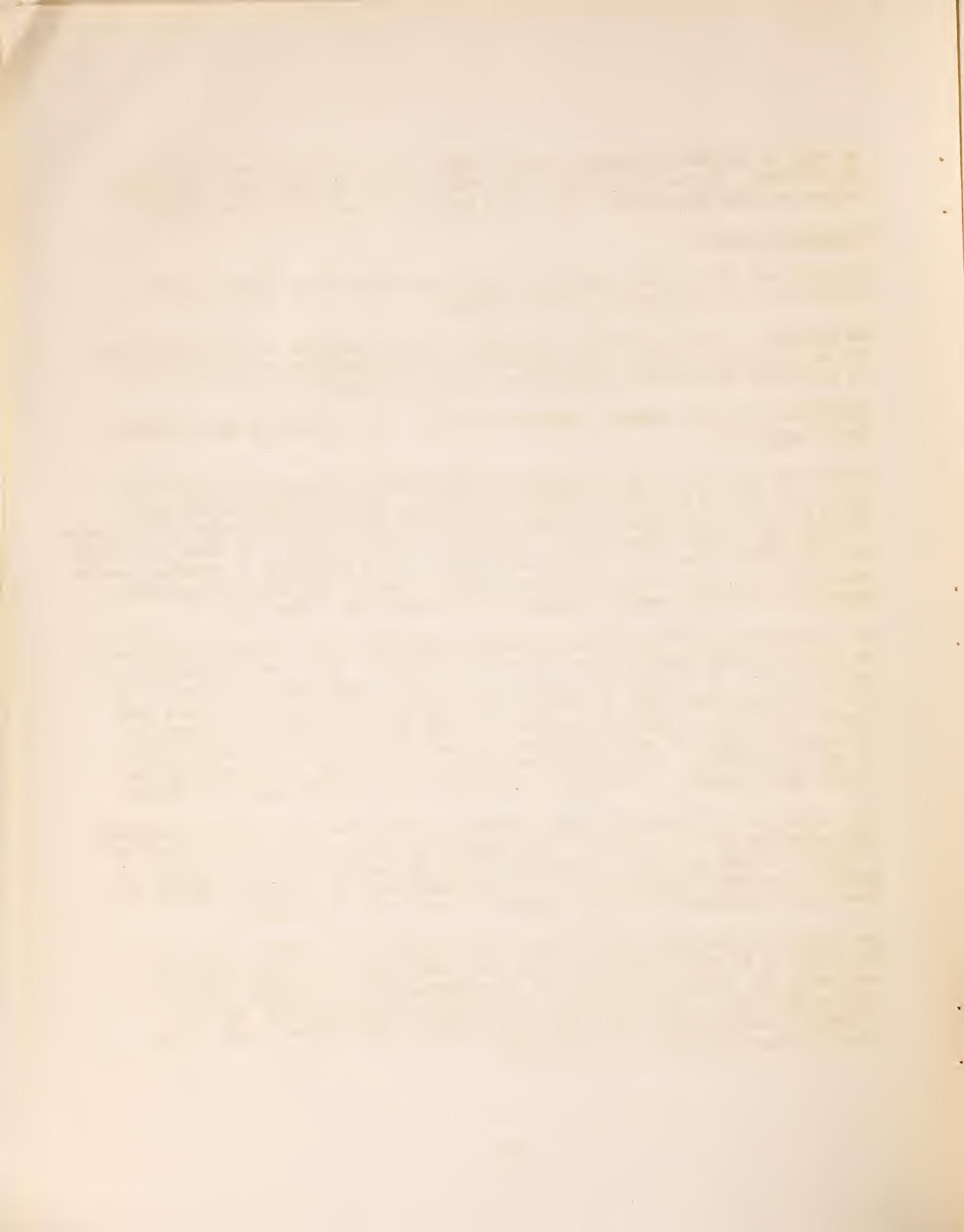
INTERVIEW WITH MR. SHEPHERD, MANAGER, AND MRS. G. M. GILMAN OF RADIO STATION WAYS, August 18.

It was the opinion of the personnel of WAYS that the program had been worthwhile and that it should be promoted nationally. WAYS personnel would have liked to have contributed much more to the promotion of the campaign in Charlotte if they had had the opportunity. They felt that the campaign in Charlotte could have been more effective if there had been time and personnel to promote greater participation by the radio. It was suggested that in promoting the national campaign transcribed material should be furnished radio stations.

Mr. Shepherd reported that food waste had definitely been reduced in his home. He previously had enough scraps to feed the dog, but now it was necessary to buy dog food. The importance of the army being brought into the Clean Plate Club was emphasized. Mr. Shepherd stated that the Clean Plate Club had good possibilities for a national program. He had seen no unfavorable reaction. He suggested that the national campaign should be kept in the same groove as it was in Charlotte, arousing public opinion so that any person wasting food either in the home or restaurants would feel the condemning looks of others.

Mrs. Gilman was particularly enthusiastic over the idea of a national campaign. She suggested that to supplement the sign on the garbage pail there should be a sticker on the ice box or somewhere in the kitchen which would encourage or remind the person preparing the food that waste must be eliminated before she gets to the garbage pail with a supply of food ready to be dumped.

She suggested also that there be some form prepared for families which they could put up in their kitchen and on which they could list the food thrown away each day. This should include an animated cartoon showing a housewife beating the Japs. She suggested, also, that one day should be set aside nationally during which every type of publicity, both national and local, should feature reduction of food waste.



Mrs. Gilman and Mr. Shepherd believed that it would be important to obtain the cooperation of the sponsors of the program "Mystery Chef." They have found that this program reaches many homes and that people respond to the things that are given out by Mystery Chef. Not long ago a "butter stretcher" recipe was presented on this program. They believe that this recipe was accepted by thousands of regular listeners in Charlotte. They believe, also, that the national cooking schools should be encouraged to promote the ideas of the Clean Plate Club, including proper preparation of food and the use of left-overs. Mrs. Gilman stated that the use of schools as a promotional agency would be important in conducting a national campaign. She believed that an effective local organization was vital to the success of the campaign.

INTERVIEW WITH MR. J. G. CHRISTIAN, JR., A AND P COMPANY, August 18.

Food conservation in grocery stores during the campaign has been most difficult. The weather became hotter as the campaign progressed. Climatic conditions, therefore, were very unfavorable to a reduction in food waste. Produce has been received in worse condition than during normal times. The lack of experienced labor in packing and grading occupations means increased waste in transportation and delivery.

In the A & P Stores in Charlotte, food waste attributed to handling by customers appears to be insignificant. The majority of the waste takes place when the produce is on display. In answer to the question, "How Can the Clean Plate Club effect more saving of food in grocery stores?" Mr. Christiam made the following statements:

The saving of food in grocery stores has always been worked on by individual grocerymen and also by district managers. If grocery stores had any sure-fire idea as to how to reduce the waste they would bend every effort to do so. It is money in their pockets, of course, to save all food possible. Grocerymen undoubtedly will be willing to cooperate in promoting the Clean Plate Campaign nationally. They probably would be glad to receive posters with cartoons or pictures and words to illustrate the fact that food should not be handled in grocery stores, and also any information or promotional material which would influence the employees of the grocery stores to arrange their buying and adjust their prices in order to decrease food waste.

Grocery stores would also appreciate any efforts that can be made to encourage people to shop early in the week as well as to allow sufficient time before the expiration date of ration points. It is difficult to handle the business that occurs on week ends and during the last day of validity on any type of ration points. There are other days when there is food in the store and clerks to serve when customers are less plentiful.

INTERVIEW WITH MR. GRIFFITH, MANAGING EDITOR, CHARLOTTE NEWS, August 19.

Mr. Griffith considered that the Clean Plate Club Campaign had been entirely worthwhile and successful in Charlotte. He also recommended that it be conducted nationally, and approved of an organization similar to that in Charlotte where the local people "did the job."

Criticisms he had to offer were as follows:

The campaign was started with no definite program.
More ideas were needed for pictures and publicity.

He considered the picture of food waste taken from the incinerator to be the best newspaper publicity that he obtained.

His suggestions for the national campaign were as follows:

A complete outline of the plan of the campaign should be prepared showing the various phases and their part in promoting the campaign.

Many suggestions for publicity and pictures should be prepared for the newspapers.

He was of the opinion that the newspapers with a good idea could prepare a better article, using local color, than they could by revising an already prepared article without local interest. He thought that with such material the program could be handled locally with the proper organization.

He was also of the opinion that enough government people should go into each town that was considering the promotion of the Clean Plate Club Campaign to arouse public interest and to help in setting up the organization. He felt that personal contact with newspapers and radio people would be necessary.

He recommended at least one day being spent by government personnel in each city.

Mr. Griffith reported that he had been most impressed by the number of people who had discussed various phases of the Clean Plate Campaign.

INTERVIEW WITH MR. H. S. STRAWN OF THE STRAWN FINANCE AND INSURANCE AGENCY, August 19

Mr. Strawn considered the Charlotte Clean Plate Campaign definitely worthwhile. He thought a similar campaign should be promoted nationally. From the

conversations that he has had with many people with whom he has been associated, both in business and in social activities, he has become confident that people in Charlotte are conscious of waste and consequently are making a concentrated effort to reduce such waste. He believes that this waste-consciousness will have a lasting effect.

Mr. Strawn considered that much of the success of the campaign in Charlotte was due to having proper leaders, particularly having Mr. Sherrill as President. In promoting the national campaign he emphasized the importance of proper leaders to carry the campaign to and through all clubs and organizations.

In some cities he recognized the fact that there might exist certain jealousies among clubs which would make it more difficult than in Charlotte where all clubs cooperated.

He considered it necessary to have a government person to "push" the campaign but thought that it would be wise to have that person in the background and the local people taking as much responsibility as possible.

Mr. Strawn considered that all of the activities which contributed to the promotion of the campaign had been entirely worthwhile. He liked the idea of speakers putting on programs. He thought the newspapers should have done more. They should have shown more pictures and have had more ideas. No reporter assigned to the campaign was strong enough to develop it to its greatest effectiveness. Mr. Strawn considered the tabs attached to restaurant menus were good but that they did not stay on the menus long enough. Some system should be developed whereby such tabs could remain on menus during the complete campaign.

Mr. Strawn reported that the campaign had an effect in his own home that he believed would be lasting.

Mr. Strawn believed that some way should be developed to interest more of the industrial people, particularly those who are being paid much larger salaries than they received before the war. He reported that while he was buying groceries he had noticed that people seemingly belonging to this group went to the grocery stores with their whole check and bought extravagant food in large quantities. He suggested that a circular or a series of circulars should be printed for mills which would include many cartoons, down-to-earth statements, humor, and worthwhile information on nutrition and food conservation. These should be distributed in quantities in mills.

INTERVIEW WITH MR. CLARENCE KUESTER, SECRETARY OF CHAMBER OF COMMERCE,
August 19.

(Mr. Kuester was very cooperative throughout the campaign. At the first meeting he offered the facilities of the Chamber of Commerce building as

headquarters for the campaign. His offer was accepted. Mr. Kuester was elected secretary).

In an interview with Mr. Kuester, he reported that he had been very well pleased with the campaign, the way it was conducted, and the results. He believed that the campaign had brought about a food consciousness in Charlotte that had been and would continue to be effective in reducing food waste.

Mr. Kuester was of the opinion that a national program should be initiated and that it should be conducted locally as nearly as possible like the Charlotte campaign.

INTERVIEW WITH MR. CHARLES HICKS, PROGRAM DIRECTOR, WSOC, CHARLOTTE.

Mr. Hicks was out of town during the period when interviews were held in Charlotte. His opinions however are given in the following letter:

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RADIO STATION WSOC, INCORPORATED

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CHARLOTTE, N. C.

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August 30, 1943.

Miss Ann Thacker
Statistical Section
Food Distribution Administration
Atlanta, Georgia

Dear Miss Thacker:

Returning to my office this morning after an absence of two weeks I found a note requesting me to write to you concerning our reaction to the "Clean Plate Club" Campaign recently conducted in Charlotte.

In this connection we wish to inform you that in our opinion the campaign here was one of the most successful of its type ever to be conducted in this city. We feel that its success was due, in a large measure, to the careful thought and planning given to the campaign before it was launched.

We were also pleased to note that those who were in charge of the campaign were familiar with the value of good radio and newspaper publicity, and knew how to take care of this work in order to receive the most from it.

We would suggest that in future campaigns the radio stations be furnished with the same material which we had in Charlotte - good spot announcements, well-written scripts, and good speakers.

If we can be of assistance to you further, please do not hesitate to call on us.

Yours very truly,

RADIO STATION WSOC, INC.

(Signed) Charles G. Hicks, Jr.
Program Director

UNITED STATES DEPARTMENT OF AGRICULTURE
Food Distribution Administration
1013 Raleigh Building
Raleigh, North Carolina

C
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September 6, 1943

Mr. Frank V. Lanham, Deputy
Regional Director
Food Distribution Administration
Western Union Building
Atlanta, Georgia

Attention: Mr. J. A. Austin

Dear Mr. Lanham:

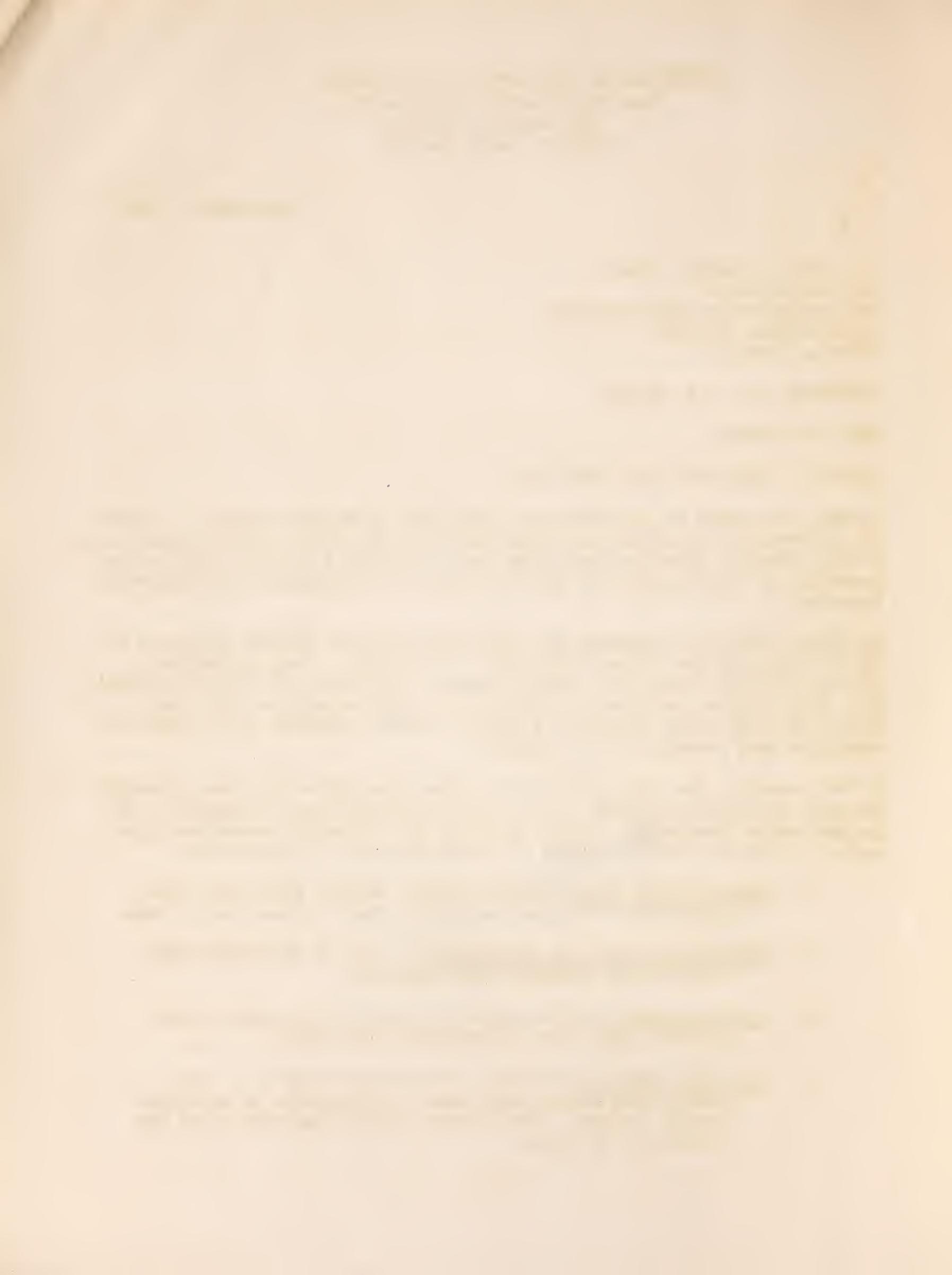
Subject: Charlotte Clean Plate Club

To make the report of the Charlotte Clean Plate Club more complete, I submit the following in an effort to present facts and situations, which explain in detail materials found in scrap book, and to present facts which may not be presented in reports given by others of the Food Distribution Administration personnel.

On Monday, June 27, a meeting was called with Civilian Defense officials in the Civilian Defense office, City Hall. Mr. Martin L. Cannon, Chairman, Civilian Defense Council; Mr. Henry Dockery, Coordinator of Civilian Defense; Mrs. Elsie Wilson, Assistant Coordinator of Civilian Defense; Mrs. Doris Hovis, Chairman of the Nutrition Committee and four members of the nutrition committee were present for the meeting.

At this meeting, the plan and purpose of the Clean Plate Club were presented and much discussion followed. This group expressed sincere interest in the project under discussion. At the same time the following reasons were presented for being unable to accept the responsibility of sponsorship:

1. Wrong time of year - schools closed, Women's Clubs and P.T.A. groups have no summer meetings. Many citizens out of town.
2. Insufficient time for organization - only 12 week-days until July 15, the opening of the campaign.
3. Victory gardens are the source of food for the summer, which is not a fair test of year-round food waste.
4. Nutrition Committee working on the organization of a city-county curb market which makes it impossible to undertake another program. They prefer centralizing efforts on one project at the time.



On the following day, the newspaper and radio officials were presented the Clean Plate Club plan with the idea of its being a community sponsored project. These organizations pledged their whole-hearted support and cooperation. After enthusiastic acceptance by the two leading publicity mediums, the radio and newspaper, a Dutch luncheon meeting of the leading citizens - political, business, and civic - was called for 12:30 p.m., June 30, at Thacker's Restaurant. After the plans for the program were discussed at length, Mayor H. H. Baxter made the motion that Charlotte accept the opportunity to initiate this test campaign on food conservation for the southern region. For further details regarding the meeting, refer to page 2 in the Clean Plate Club scrap book.

The officers of the club were thoughtfully and conscientiously elected. The success of the program may be attributed for a great part to the efforts of the President, Mr. Frank O. Sherrill, and the cooperation which he received from the other officers elected and the committees which he appointed. The officers were elected on July 8, in a meeting at Thacker's Restaurant with Mayor H. H. Baxter presiding and with 28 community leaders present. The officers elected were President, Frank O. Sherrill; Vice President, Mrs. Richard K. Sims; Secretary, Clarence O. Kuester. In a meeting on July 12, Mr. Sherrill announced the following committees and committee chairmen: Ben E. Douglas, Chairman, Publicity Committee; P. H. Batte; I. W. Williams, B. S. Griffith, Charles Crutchfield, Frank Browne, Charles Hicks, and Jean Hendricks to work with the chairmen representing newspapers, radio, and theaters. W. A. Hoare, Chairman, Pledge Card Committee with Mrs. Wade Haywood, John Hackney and Zeb C. Strawn; Lewis Burwell, Sr., Chairman, Finance Committee. Mrs. Herbert Theiling, Mrs. Holland Lawing, Mrs. J. A. Graney, Mrs. G. G. Thomas, John Barbee, Phil Der Yuen, J. A. Reid, J. G. Christian, Jr. to work with various reports connected with the campaign. Heading the Speaker's Committee was T. C. Evans, Chairman. The complete organization is given on pages 4 and 7 of the scrap book.

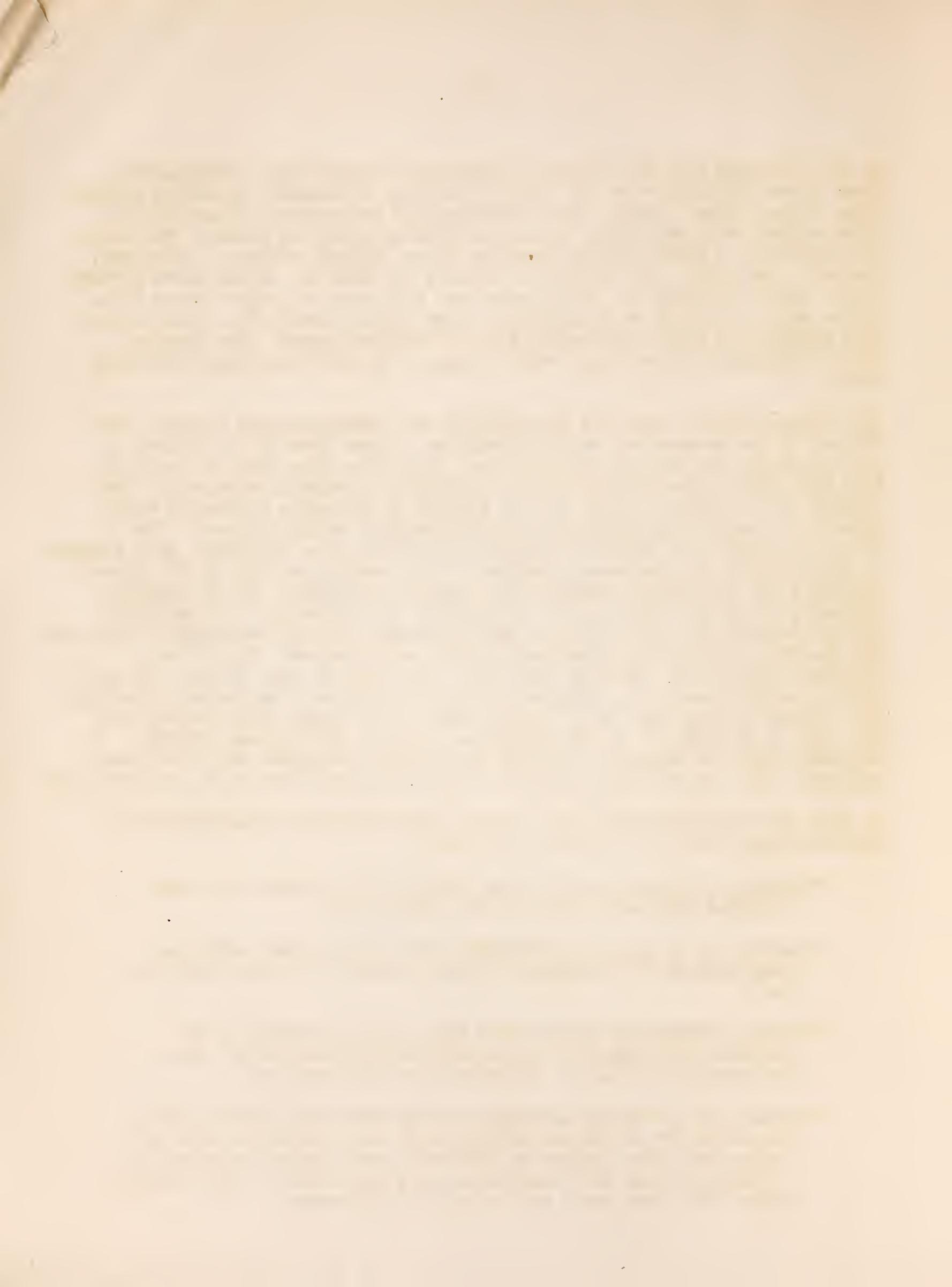
On July 13, the program officially opened with the mayor's proclamation as shown on pages 8 and 9. It reads as follows:

"Whereas, President Roosevelt has declared that 'Food is no less a weapon than tanks and guns and planes,' and

"Whereas, it is generally recognized that the national and local food situation is critical and that conditions are not improving; and

"Whereas, Government figures show that about 30 percent of our national food supply is wasted between the farm and the home, and one-half of that is food wasted in the home; and

"Whereas, it is vitally necessary to save this waste of food in the interests of the war effort and to keep our people well and happy; and civic leaders in Charlotte have pledged themselves to a campaign which will demonstrate to other cities of the Southern States that food waste can largely be eliminated;



"Therefore, I, Herbert H. Baxter, Mayor of the City of Charlotte, by the authority vested in me, do hereby declare the days from July 15 to August 15, 1943, as a time when all patriotic citizens of this city shall make an extra effort to conserve food and join in a "Clean Plate Club" campaign. I further call on every citizen of Charlotte to join with me in pledging themselves to avoid waste of food in any form."

Restaurants, food stores, and department stores gave whole-hearted support through their advertising as shown throughout the entire newspaper section. Reid's Better Food Stores made house-to-house delivery of the "special sheet" on page 27-A. This sheet carries a large three-column cut of the Clean Plate Club and reading "Join Charlotte's Most Unexclusive Club - Food is a Weapon; Don't Waste it."

The State Nutrition Committee supplied nutrition articles on food conservation for newspaper publicity. One of the articles contributed by the Nutrition Committee is shown on page 26-A of the scrap book. Articles not used during the campaign were left with the local nutrition committee of Civilian Defense who is going to use them to supplement articles from the local nutrition committee for the weekly food page of the Charlotte Observer as a follow-up to the official campaign. These articles cover various phases of food conservation, such as, making use of left-overs, planning meals to eliminate waste, serving meals to meet the nutritional needs of your family, and buying to eliminate waste.

Radio scripts as appear on pages 33-37A show the type of materials used on the radio. Spot announcements as shown on page 32 are samples from those used by each of the radio stations. A typical spot announcement used, reads as follows: "Food is a Weapon; Don't Waste it. That is the rallying cry for Charlotteans. Everyone is joining the Clean Plate Club, pledging themselves to eliminate every possible waste of food in the home, in the grocery store, and in restaurants. Take what you want, but eat what you take."

A very attractive sign which was painted on the plate glass panel in the S & W Cafeteria reads as follows:

Join Charlotte's

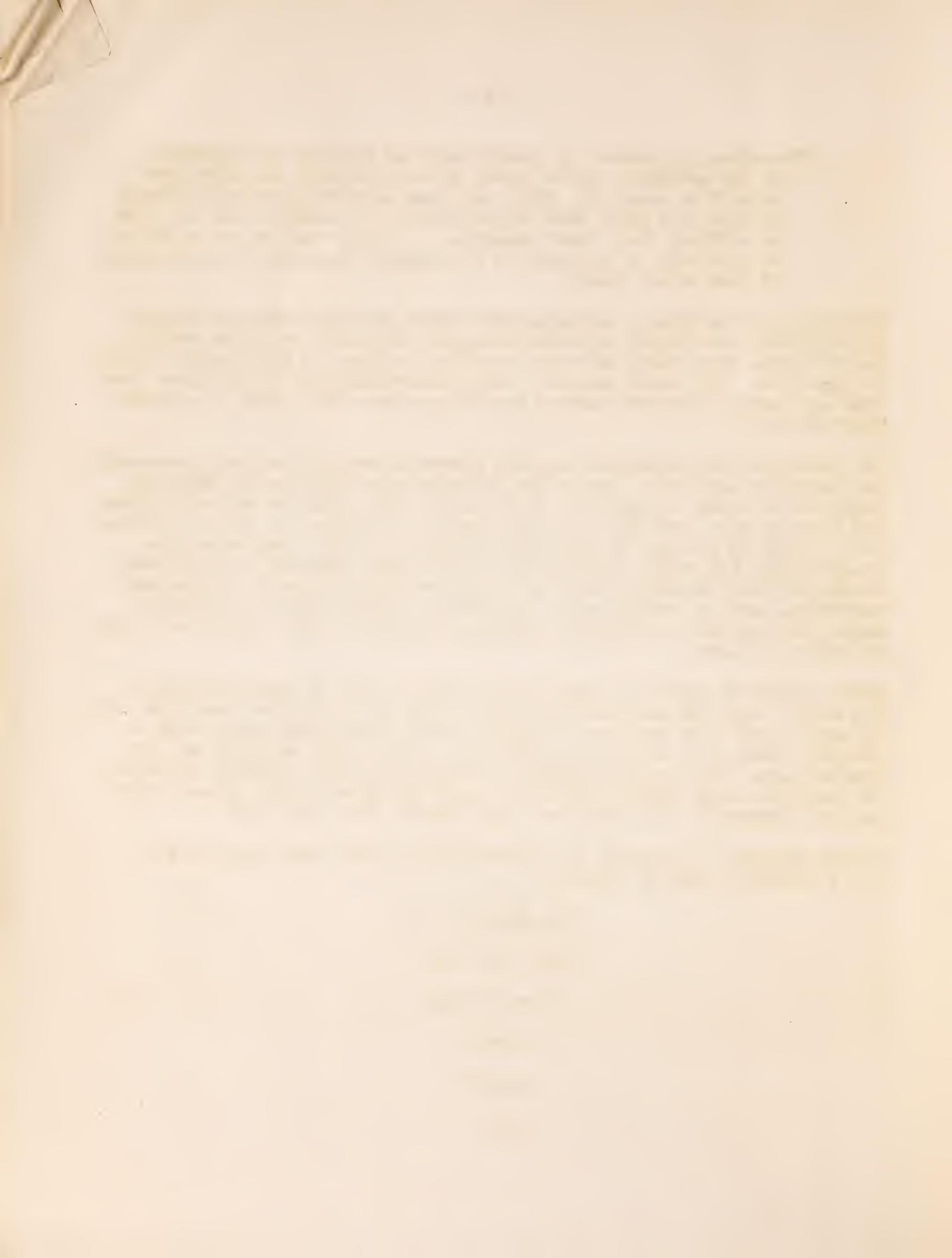
CLEAN PLATE CLUB

We need food:

to work

to fight

to win



One feature of the program which aroused more comment than any other promotional effort was the gum sticker prepared to be used on garbage pails throughout the city. The sticker read, "WAIT! DON'T THROW AWAY GOOD FOOD," and is shown on page 41. This was also displayed in both the front and kitchen of the fifteen eating establishments listed on page 40.

The pledge card committee secured the aid of the boy and girl scouts in distributing the pledge cards (page 40A). According to the committee report 23,890 Charlotte citizens signed the pledge to do their part in helping to conserve food by eliminating waste. These pledges were signed in civic club meetings, down town business offices and in homes. One hundred ninety-seven pledge cards were mailed to the Clean Plate Club office. The three hundred employees of Charlotte Memorial hospital signed the pledge cards making them 100 percent signers. This is shown in news story page 29. Five thousand six hundred fifty-nine pledges were signed in homes which represents twenty-two thousand six hundred thirty-six citizens. Seven hundred forty-three pledges were signed by individuals in down town offices. Two hundred twenty-eight pledges were signed in civic club meetings which represents nine hundred and twelve individuals.

The theater committee report given on page 43A shows that trailers were made up for the theaters and used during the program. The one frame trailer read as follows:

Every Charlotean is requested

to join the

CLEAN PLATE CLUB

Sign a pledge card to aid our

Government in conserving our

food supply!

All you have to do is . . .

"LICK THE PLATTER CLEAN"

As a follow-up of the program, the girl scouts distributed five hundred, "Food is A Weapon," posters in the down town district. This poster is shown on page 39, and the letter which was attached to each poster when distributed is shown on page 38 -A. This letter reads as follows:

Figure 1. The relationship between the number of species and the number of individuals in the community.

To: Managers of Business Organizations

From: Charlotte Clean Plate Club

Subject: Poster Display - "Food Is A Weapon"

Realizing the need for a follow-up of the Clean Plate Club Program, officially initiated in Charlotte July 15 through August 15, we are sending you the attached poster, "Food Is A Weapon." The girl scout who is visiting you will give you the number of posters that you need for your entire organization.

We shall appreciate your displaying these posters as a constant reminder to all citizens that we must conserve our present food supply.

We appreciate your cooperation and the cooperation of the girl scouts in distributing these posters to you.

Requests for information about the Clean Plate Club came to Charlotte from several North Carolina towns. The Lions Club in Kannapolis sponsored a Clean Plate Club campaign on their own initiative. Pledge cards similar to those used in Charlotte were distributed by the girl scouts. A little "SPECIAL" slip was printed and placed in the hands of the merchants and these in turn were passed out to customers as they made their purchases in the store. This slip read as follows:

S P E C I A L !

Will you join with the Kannapolis Lions

Club in their CLEAN YOUR PLATE DRIVE

Beginning August 2nd, to keep America

strong and to win the war quicker?

FOOD WASTE HELPS THE AXIS!

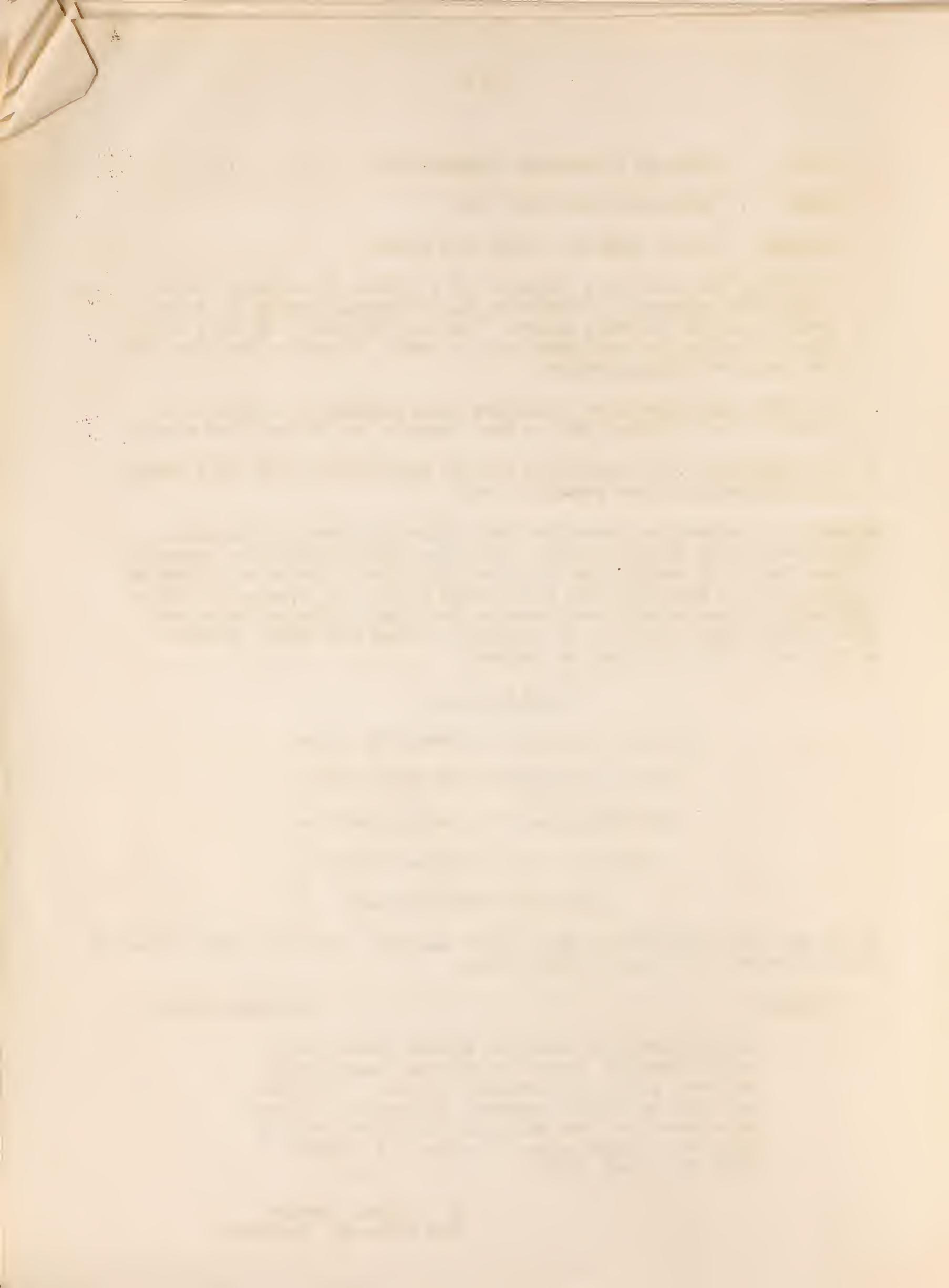
In the Mary Ella and Cabarrus Halls where some 400 people live, the following slip was printed and placed at each plate:

CABARRUS

MARY ELLA HALLS

Our government is asking us to save and in their request they are suggesting that all institutions ask their guests to clean their plates. Will you join with us in this request? Do not take on your plate more food than you need, in this way we can eliminate a large amount of waste. A VICTORY PLATE IS A CLEAN PLATE

E. J. Sharp, Manager
Miss McDonald, Dietician



On Wednesday, August 18, a series of conferences was arranged with Charlotte citizens for Mr. Joel Berrall, head of Food Conservation Branch, War Food Administration, Washington, D. C.

In the conference with Civilian Defense, assurance was given that their organization would sponsor a food conservation program in the fall or winter. If, in each case, in the national program, the local Civilian Defense organization could play the role that Food Distribution Administration personnel played in the pilot program in Charlotte; and at the same time, have the civic clubs organization of officers and committees, an ideal setting and program would be forthcoming. Cooperation and interest was evidenced in Charlotte that would have been impossible had any one organization accepted sole sponsorship of the program. Each organization felt an obligation to fulfil.

The city Superintendent of Schools expressed his desire, representing all school officials, to do anything that would help to carry the program into the homes through school children.

The chairman of the speakers committee of the Clean Plate Club endorsed having speakers in the Civic Club meetings. This group of people carry the message to other groups and organizations. The programs arranged by the Speaker's Committee were: Advertising Club, July 14, speaker, J. C. Seymour; Rotary Club, July 20, speaker, Mayor H. H. Baxter; Kiwanis Club, July 22, speaker, John Paul Lucas, Jr.; Lions Club, July 26, speaker, Brigadier General Wesley Bouterse; Optimist Club, July 19, speaker, Rabbi Michelson; Junior Chamber of Commerce, speaker, Hillman Moody, July 28; Civitan Club, August 6, speaker, Miss Gladys Strawn.

The chairman of the finance committee presented the problems which he faced collecting the money necessary for the printing of pledge cards and garbage pail stickers. Since only a small amount of money was needed, the president of the Club wanted it collected quietly with very few people knowing about it. The same response was given by all who were asked to contribute, "Why should I be asked to contribute any more than anyone else?" It was an unpleasant situation for the person collecting the money and should be avoided in the national campaign, except for local ideas which may be developed from local interest and local initiative. In other words, sufficient materials should be supplied in order that any community might carry on the program regardless of funds.

Other conferences during the day were in regard to statistical reports from homes, grocery stores, and restaurants, which will be given in the statistical report section of the scrap book.

Yours very truly,

(Signed)

Hillman Moody
State Supervisor

